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# Describing the Market for Multi-Operator Transit Passes in the San Francisco Bay Area



Volume II  
of the Final Report  
on the Joint Fare Prepayment  
Demonstration Design Project

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## Chapter 1

### INTRODUCTION

#### Background

This report is Volume II of the Final Report of the Joint Fare Prepayment Demonstration Design Project, carried out by the Metropolitan Transportation Commission of the San Francisco Bay Area (MTC), under a grant from the U.S. Urban Mass Transportation Administration. The project was focused on identifying, evaluating and selecting alternatives for achieving joint fare prepayment arrangements, such as tickets or passes, among several of the independent transit systems operating in the region. The hope was that joint prepayment would help achieve a higher degree of fare integration in the region.

The project was originally intended to design a joint fare prepayment demonstration which would then be implemented by the operating agencies themselves in a subsequent phase, presumably with continued Federal support. However, a rapid succession of events from the time of the initial project planning discussions to the present has considerably reoriented the approach. Among the many external factors influencing the development of the project were passage of several state laws affecting both transit finance and operator-MTC relationships, and subsequent MTC actions to implement those mandates. A very long history of concern for coordination among the several agencies (some studies date back twenty-five years) was finally catalyzed by a crisis in transit financing that required concerted action by the three largest transit agencies to raise fares the same year. The identification of substantial local funds (from the sales tax) to pursue joint passes among these three operators obviated the need to independently press a follow-on UMTA demonstration. Instead, activities under the project grant were re-oriented to support the local effort.

One of these activities, the focus of this volume, was the description of the current market of transit pass users and the estimation of the market for future joint passes. At the outset of the project, there was no established date for introduction of the first multi-operator pass. Attention was therefore concentrated on a survey of purchasers of the two major existing monthly passes. This survey is described in detail in Chapter 3 and in Appendices A, B, and C.

About the time the draft of this final report was completed, a firm date was set for introducing the first joint pass. Project funds were then reallocated to allow a survey of persons buying the new pass. This early reading of market response to the first multi-operator pass is described in Chapter 4 and in Appendices D and E.

#### Transit Services

The map on page 4 shows the overall service area of five of the seven largest public transit systems in the region, and parts of the areas of the other two. The seven are:

1. Golden Gate Transit - operates buses in Marin and Sonoma Counties, north of San Francisco, and across the Golden Gate Bridge to downtown San Francisco; operates limited ferry boat service from two terminals in Marin County to the foot of Market Street in downtown San Francisco
2. San Mateo County Transit (SamTrans) - operates buses in San Mateo County, south of San Francisco, and into downtown San Francisco
3. Santa Clara County Transit - operates buses within Santa Clara County, focused on San Jose, with connecting services to Alameda and San Mateo Counties

4. Caltrans Peninsula Train - commuter railroad operation between San Jose and San Francisco, run by Southern Pacific for California Department of Transportation, funded by the state and the three counties served
5. Bay Area Rapid Transit (BART) - rail rapid transit system operating in three counties, with connections to all major bus systems
6. Alameda-Contra Costa Transit (AC Transit) - bus service in the highly urbanized areas of Alameda and Contra Costa Counties (the "East Bay") and across the Bay Bridge to downtown San Francisco
7. San Francisco Municipal Railway (Muni) - bus, trolley, light rail and cable car service within San Francisco

For the purposes of this volume, AC Transit and Muni are of most interest. For a more complete description of transit in the region, refer to either Volume I or Volume III of this report.

#### Alameda-Contra Costa Transit (AC Transit)

AC Transit, the first multi-county transit district established in California, took over the operation of the private Key System in 1960. AC provides most of the bus transit in the heavily urbanized strip between the San Francisco Bay and the Oakland-Berkeley hills, from Richmond in the north to Hayward in the south. In 1974, the cities of Fremont and Newark voted to join the AC District, but Union City, between Hayward and Fremont, chose not to join. The AC service area is, therefore, divided into two parts; the main area from Richmond to Hayward and the low-density suburban area of Fremont and Newark. Two AC routes run through Union City, connecting the two parts. In addition to local service throughout its East Bay service area, AC runs several routes across the San Francisco-Oakland Bay Bridge to the Transbay Terminal on the edge of downtown San Francisco. AC provides feeder service to all BART



**SAN FRANCISCO BAY REGION**  
**CENTRAL AREA**

stations in its jurisdiction and local contract service in several outlying suburban areas. The District is governed by a board of seven elected directors, five of whom are elected by ward and two at large. The general manager directs a staff of 2,303 employees and a budget of \$89.3 million (Fiscal Year 1981-82). AC provides service to over 200,000 patrons\* each weekday on its basic local and transbay routes.

#### San Francisco Municipal Railway (Muni)

Muni, the oldest publicly owned transit system in the U.S., is governed by the San Francisco Public Utilities Commission (SFPUC), which also is responsible for the city-owned water and electric power agencies. The commissioners are appointed by the mayor. Under a recent reorganization by the general manager of the SFPUC, some functions formerly undertaken by Muni staff were shifted to new SFPUC staff, such as financial planning and marketing. The Muni general manager is responsible for day-to-day operations of the cable cars, streetcars (including new light-rail vehicles known as Muni Metro), diesel and electric trolley buses. Due in part to heavy use of passes, no firm patronage figures are available, but Muni staff have estimated anywhere from 500,000 to 700,000 patrons per weekday in recent years. Muni staff (not counting related SFPUC functions) now numbers 3,694, and the Fiscal Year 1981-82 operating budget was \$142.5 million.

Under a recent change adopted in the city's charter, the Board of Supervisors (the city council) may now amend Muni fare revisions recommended by the SFPUC, where previously the Board could only comment and return proposals to the Commission for reconsideration.

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\* Patronage is expressed throughout as one-way person-trips, or linked trips.

## Transit Fares and Passes

Each of the major operators provides at least one form of transit fare prepayment; three have monthly passes, six have multiride tickets or books of tickets. The arrangements of most importance to this volume were those concerning AC Transit and Muni.

AC Transit has a flat fare for bus service within its East Bay service area for all local routes. Express routes to downtown Oakland and transbay routes to San Francisco are zoned. In November 1979, AC introduced its first local monthly pass, good for unlimited rides on routes within the East Bay. In March 1980, AC introduced its zoned Transbay monthly passes, good both for unlimited Transbay trips for the designated zones and for trips on all East Bay routes.

Muni has a flat fare for all of its services. It introduced its monthly pass (called the "Fast Pass") in 1974.

The current fare structures of these systems are summarized in the following table, along with the previous fares. (Table 1-1.) Both systems raised fares in 1980 and are expected to do so again in 1982.

Pass sales by AC and Muni have grown over time, with the volume affected by fare changes which changed the relative cost per trip for users. Historical data are shown in the following chart. The most recent available figures indicate approximately 100,000 Muni Fast Passes are sold each month, while AC sells about 7,000 local passes and 4,000 transbay passes.

Prior to 1981, there were no intersystem tickets or passes. The first such pass was introduced between AC and Muni in September 1981 and is described further in Chapter 4.

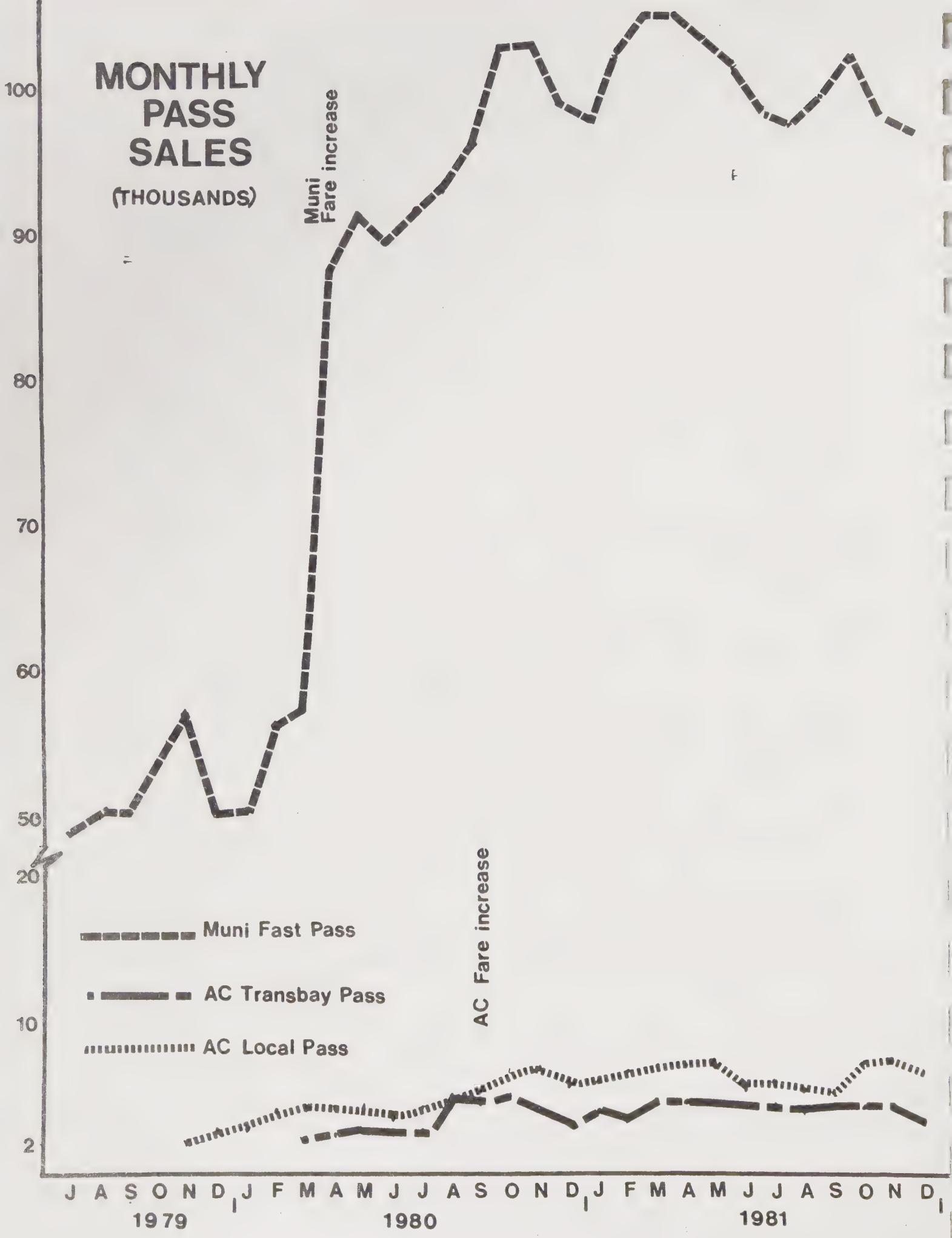
Table 1-1  
FARE STRUCTURE COMPARISONS

	AC Transit		S.F. Muni	
	Old ('78)	New 6/29/80	Old ('70)	New 4/1/80
<u>Adult (18-64)</u>				
Base	\$ .35	\$ .50	\$ .25	\$ .50
Express	\$ .35	\$ .50	\$ .30	-
Multi-Zone East Bay Transbay	\$ .35- .60 \$ .75-1.25	\$ .50-1.00 \$ 1.00-1.50	-	-
Local Pass	\$15 ('79)	\$18	\$11 ('74)	\$16
Transbay Pass (zoned)	\$30-50 ('80)	\$36-54	-	-
20 Local Tickets	\$7.00	\$9.50	-	-
20 Express Tickets		\$9.50 - \$19.00		
20 Transbay Tickets	\$15-25	\$19-28.50	-	-
<u>Youth</u>				
5 and under				
Local	Free	Free	Free	Free
Transbay	Free	Free	Free	Free
6 - 12 years				
Local	\$ .25	\$ .25	\$ .05	\$ .05
Transbay	\$ .30-.40	\$ .40-.60	-	-
13-17				
Local	\$ .25	\$ .25	\$ .05	\$ .05
Transbay	\$ .30-.40	\$ .40-.60	-	-
<u>Elderly and Handicapped</u>				
Certified handicapped				
Local	\$ .10 <sup>1)</sup>	\$ .10 <sup>2)</sup>	\$ .05	\$ .05
Transbay	\$ .30-.40	\$ .40-.60	-	-
65+ years				
Local	\$ .10 <sup>1)</sup>	\$ .10 <sup>2)</sup>	\$ .05	\$ .05
Transbay	\$ .30-.40	\$ .40-.60	-	-

1) Non-peak travel.  
2) No restrictions.

# **MONTHLY PASS SALES**

**(THOUSANDS)**



## Chapter 2

### FIRST APPROXIMATION OF THE MARKET FOR JOINT FARE PREPAYMENT

The first task in the project was to determine the magnitude of total inter-system travel, as a basis for estimating potential joint pass demand.

The initial analysis of regional trip patterns which was prepared for the project application found that approximately 1.2 million inter-county person-trips were made each weekday, for all purposes and all modes. These inter-county trips provided one basis for estimating potential multi-operator transit trips, since counties and operator jurisdiction are closely related. Over 55% of these inter-county trips are between San Francisco and the service areas of BART, AC Transit, Golden Gate Transit or SamTrans.

The 1977 BART Impact Program Work Travel Survey provided a further definition of multi-operator transit markets. San Francisco's downtown core area (including the commercial, financial and government centers) was represented in the survey by 3,189 workers. This sample was believed to represent over 177,000 workers in that area. The mode split by each home origin is shown in the following table:

Table 2-1  
Work Travel to Downtown San Francisco<sup>1</sup>

<u>Home Area</u>	<u>Transit Share</u>	<u>Total Trips</u>	<u>(%)</u>
North Bay (Golden Gate Transit service area)	55%	14,876	(8.6)
West Bay (SamTrans and SCCTD service areas)	42%	34,093	(19.6)
East Bay (AC and BART service areas)	62%	32,703	(18.8)
San Francisco (Muni service area)	57%	92,156	(53.0)
Total	55%	173,828	(100.0)

#### Notes to table:

- a) Figures are for weighted data for one-way commute trips.
- b) The difference between 177,000 and the table total is due to non-response to these questions.
- c) For further details, see "1977 Work Travel Survey Methods and Findings".

The definition of downtown used for the 1977 survey was more restrictive than some designations. Therefore, the totals and components by home area appear lower than other estimates, but the transit mode share may appear higher because of the concentration of transit services in the smaller area. The area covered by the survey is shown in the accompanying map.

These figures indicate that a substantial number of trips are being made between transit service areas, but they do not directly address the issue of current inter-operator transferring. The project consultant was asked to try to make that estimate, based on existing passenger surveys or counts and on original field data collection. The following summary table was derived from Tables 4, 5 and 6 of the consultant's report (see Volume III of this report). Figures are for typical weekday intersystem transfers for work and for all trip purposes. Symmetry is assumed, so only one direction is shown.

Table 2-2  
Intersystem Transfers

From:	To:	<u>BART</u>	<u>Muni</u>	<u>Golden Gate</u>	<u>SamTrans</u>	<u>SCCTD</u>	<u>SP</u>
AC	work	10,500	3,000	100	75	20	x
	total	15,525	5,750	205	155	23	x
BART	work		8,000	15	2,300	170	x
	total		12,200	30	3,200	330	x
Muni	work			800	300	x	3,500
	total			1,600	655	x	4,800
GG	work				15	x	x
	total				30	x	x
SamTrans	work					150	250
	total					300	325
SCCTD	work						400
	total						500

# SAN FRANCISCO

# DOWNTOWN

2 Muni Line

(?) Line Terminal



— Major One Way Street



#### **1 Transit Line & Station**



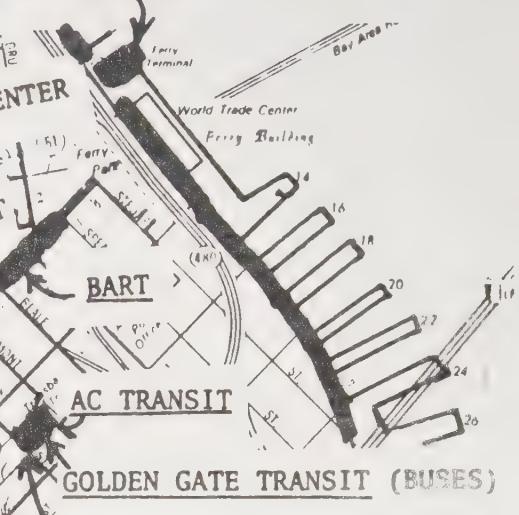
Scale of Feet

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## GOLDEN GATE TRANSIT (FERRIES)



SAN MATEO COUNTY TRANSIT



SOUTHERN PACIFIC

This table indicates that approximately 45,000 intersystem transfers are made each weekday in each direction indicated, and that 30,000 of these are for work trips. Approximately 73% of this total is accounted for by transfers among AC Transit, BART and Muni, for both work and total transfers.

To the extent that current intersystem transferring is an indication of potential joint fare markets, these data suggests that about 10% of all transit trips in the region are intersystem trips (given about 1 million transit person trips per day), and that this is a good first approximation of a joint fare market.

## Chapter 3

### WHO ARE THE MONTHLY PASS USERS?

In reviewing existing information about the potential markets for inter-system prepayment, it became clear that there was a need to find out more about the increasing number of individuals who are choosing to buy monthly passes instead of paying the regular cash fare. Muni pass sales, begun in 1974, have nearly doubled to over 100,000 per month, while AC Transit now sells over 11,000 monthly passes, though its program is just over two years old. A national survey of other transit systems indicates that this ranks the Bay Area as one of the highest volume sellers of transit passes in the nation. (See Appendix B in Volume I of this report.) The increasing volume of single-system pass sales indicated that one type of joint fare program that could be most useful to the regular transit rider is a monthly pass good for trips on a combination of transit systems.

In reviewing the available literature, however, it was found that there had never been a survey of the travel patterns or attitudes of AC or Muni pass users. If anybody could help in the design of joint passes, clearly it was the transit rider group most familiar with monthly passes. In addition, current monthly pass users represented the most easily accessible market for multi-system joint passes.

This chapter presents the findings of the October 1980 survey of AC and Muni monthly pass users. The survey was conducted after both AC Transit and Muni had enacted fare changes which affected the pass price. The pass price for AC Transit did not change until September 1980, so the survey was delayed until October pass sales.

The survey was intended to fulfill three informational needs: 1) to provide baseline data on pass users and travel patterns prior to introducing any joint passes, 2) to help to gauge the market for interoperator monthly



passes within the largest existing market of transit pass users, and 3) to assist AC Transit and Muni planning and marketing efforts by providing information about monthly transit pass users. Because there had previously been no data collected on pass users, the principal orientation of the analysis is descriptive.

Detailed information on the survey methodology, including sample design, questionnaire design, and computer analysis, is included in Appendix A of this report. The self-completion survey was distributed at the point of purchase of the October 1980 pass to 6,700 Muni pass ("Fast Pass") purchasers and 5,700 purchasers of AC Transit monthly passes. Two distinct survey forms were used. The longer form included a fairly lengthy and complicated series of questions, but also provided a pass discount coupon as an incentive to complete the survey. The other, shorter survey form, with no incentive, was included as a check on the validity of the response to the longer survey. The response rate on the longer form was significantly higher than on the short form as the table below indicates. No apparent response bias was detected, so the long form was the basis for the analyses that follow.

Table 3-1: Response Rate to Survey

OPERATOR	SURVEY FORM:	
	LONG	SHORT
AC TRANSIT	61%	37%
SF MUNI	59%	37%

The survey sample and results were further divided between AC Local pass users and AC Transbay pass users (good for travel between the East Bay and the San Francisco Transbay Terminal). Two distinct groups of S.F. Muni pass users were also created: Muni Fast Pass users in general and Muni Fast Pass users who purchased their passes at the Southern Pacific Depot in San Francisco. This latter group represented persons who used Muni largely as a feeder service to and from the S.P. Depot, with the Southern Pacific commuter rail

service constituting the bulk of the long-haul trip. The separation of these various types of pass users into subfiles facilitated the examination of pass use in terms of the different trip and traveler characteristics.

#### Transit Use By Pass Purchasers

Respondents to the long survey form were asked to fill out a trip diary documenting the past week's transit use. Respondents were then asked to indicate the purposes of the trips taken during the week. Several variables were created to aggregate this trip diary into useable totals. Variables were created for weekly trips in ranges, weekly total trips, average monthly trips, and percent peak period trips.

#### Total Weekly Trips in Ranges

This variable aggregated the trip diary in ranges centering around 5 trips per week, 10 trips per week, 15 trips per week, 20 trips per week, and 25 or more trips per week. The results are indicated in Table 3-2.

Table 3-2: Total Weekly Trips in Ranges (Percent)

TRIPS	AC TRANSBAY	SP/MUNI	MUNI	AC LOCAL
5	3.3	4.3	7.8	8.4
10	82.6	80.6	48.9	56.5
15	10.4	11.5	25.0	18.8
20	2.5	3.6	11.2	9.2
25	1.2	0	7.1	7.1
Total N*=	100.0 (4898)	100.0 (799)	100.0 (92477)	100.0 (5529)

(\*weighted totals)

The chart indicates a much greater variation in the use of the pass for Muni Fast Pass purchasers and AC Transit Local Pass purchasers. The preponderance of AC Transbay Pass users and SP/Muni Pass users use the pass at or around 10 trips per week, that is, strictly work commuting.

#### Total Weekly Trips

This variable simply totalled the trips indicated in the trip diary for each respondent to the survey. The table below indicates both the mean and the median number of weekly trips for each of the four subfiles.

Table 3-3: Total Trips (Weekly)

TRIPS	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
Mean	11.0	10.5	13.5	13.0
Median	10.2	10.1	11.7	10.4
N =	(4898)	(799)	(92465)	(5529)

#### Average Monthly Trips

This variable aggregated the weekly trip totals and multiplied them by 4.33, the average number of weeks in a month.

Table 3-4: Average Monthly Trips

TRIPS	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
Mean	47.3	46.4	58.3	56.0
Median	43.6	43.5	50.8	44.8
N =	(4898)	(799)	(92465)	(5529)

The table indicates a higher amount of transit use by users of the local pass (Muni Fast Pass and AC Local Pass). This transit use is far greater than could be accounted for by commuting to work only (approx. 40-46 trips per month). This fact suggests a wide range of discretionary use of passes by this group for purposes other than work trips. The prices of these passes at the time of the survey were based on substantially lower numbers of trips. The AC Local and Transbay Pass prices are based on 36 trips per month while the Muni Fast Pass is based on 32 trips.

### Percent Peak Period Trips

The trip diary included boxes for number of peak period trips taken as well as non-peak period trips. The variable below represents the aggregate percentage of trips recorded in each subfile that were taken during the peak period.

Table 3-5: Percent Peak Period Trips

<u>PEAK</u>	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
Mean N =	90% (4707)	89.8% (773)	78% (83089)	74% (4904)

Once again, the S.F. Muni and AC local pass users tended to take a lower proportion of trips during peak travel periods. This would indicate a greater proportion of discretionary off-peak trips, whereas the long-haul commuter pass user does not appear to take much advantage of the opportunity for off-peak or week-end trips.

### Reasons for Buying a Monthly Pass

Respondents were asked to rank the importance of three reasons for the purchase of the monthly pass. Each of the three reasons, along with an 'other' category, could be ranked from 'not important' to 'somewhat important' to 'very important.'

Table 3-6: Reasons for Buying a Monthly Pass

1. More convenient than using cash

	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
Not important	3.2	4.9	2.4	1.9
Somewhat important	20.8	18.7	16.3	13.7
Very important	75.9	76.4	81.3	84.4
Total	100.00	100.00	100.00	100.00
N =	(4898)	(768)	(92257)	(6804)

2. I can ride as often as I like

	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
Not important	22.8	25.8	7.0	5.4
Somewhat important	32.0	28.0	21.8	16.8
Very important	45.3	46.0	71.1	77.7
Total	100.00	100.00	100.00	100.00
N =	(3810)	(569)	(73227)	(4673)

3. It saves me money

	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
Not important	2.5	4.8	2.4	3.1
Somewhat important	12.5	12.6	11.6	10.6
Very important	85.0	82.6	86.0	86.3
Total	100.00	100.00	100.00	100.00
N =	(4323)	(661)	(79348)	(5228)

The preponderance of respondents in each pass group indicated that convenience and savings were very important reasons for buying a monthly pass. Although the different pass prices allow different levels of money-saving, there is no corresponding difference in the importance of saving money as a reason for purchasing a monthly pass.

The major difference is in the response "I can ride as often as I like." The users of the locally oriented passes (AC Local, Muni Fastpass) felt that the option to use the pass for discretionary trips was very important (AC Local - 77.7%; Muni - 71.1%); while the users of the commuter oriented passes ranked this reason considerably lower. This correlates strongly both with the

higher level of transit dependency of local pass users and with the higher number of average trips per week and month taken by local pass users.

#### Distribution and Sales of Monthly Passes

Survey respondents were asked to indicate which of seven possible distribution and sales methods were most convenient to them. Respondents were allowed to check more than one method, but no ranking was implied. About 25% of the respondents indicated more than one convenient sales method. The table below totals all unweighted responses and figures percentages to 100%.

Table 3-7: Which of the following would be the most convenient way for you to buy your pass?

	AC TRANSBAY	SP/MUNI	S.F. MUNI	AC LOCAL
1. A location near work or school	17.3*	24.0*	50.6*	34.6*
2. A location near your home	8.7	4.6	19.1*	20.1*
3. Through your employer	7.0	16.2	10.5	10.3
4. By mail or telephone order	9.8	19.7	6.2	6.8
Automatic				
5. deduction from your bank account	4.0	2.6	4.2	2.5
At major transit				
6. stations and terminals	50.0*	37.5*	7.0	19.4*
7. Other	2.3	1.7	2.4	5.2
Total	100.0	100.0	100.0	100.0
N. of Responses/ N. of multiple responses	1136/197	363/70	1550/232	352/65

The highest responses to this question (asterisked) tend to be in those categories which embody existing distribution methods. As such, the question does not directly address the issue of potential market capture through the change of pass sales and distribution methods. Presumably those individuals currently purchasing passes do so partly because it is convenient for them to do so.

The highest response of the commute-oriented pass users tended to be either a location near work or at major transit stations and terminals. All AC Transbay pass users pass through the San Francisco Transbay Terminal and all Southern Pacific commuters disembark in San Francisco at the San Francisco S.P. Depot.

Local pass users (AC Local and S.F. Muni) also felt that it was convenient to purchase passes near work. In addition, however, a significant number of this group found it convenient to purchase their pass near their homes. It should be noted that due to administrative problems with the grocery stores which distribute many of the AC Local passes, purchasers of the pass at grocery stores were not included in the sample of AC Local pass users. The question on distribution could be biased as a result for the AC Local subfile.

The purchase of passes through employers and by mail or telephone order received some consideration by current pass users. Almost 20% of Southern Pacific Depot purchasers of the Muni Fastpass indicated that mail or telephone orders would be a convenient way to purchase the pass.

#### Desire for Joint Passes

Survey respondents were asked if they would buy a monthly pass that could be used on more than one transit system. The results are indicated below in percent and in numbers weighted to total volume of pass sales.

Table 3-8: Would you buy a pass that could be used on more than one transit system?

	<u>AC TRANSBAY</u>	<u>SP/MUNI</u>	<u>S.F. MUNI</u>	<u>AC LOCAL</u>
YES	57.7 (3010)	79.2 (647)	34.9 (35,014)	31.2 (2128)
NO	41.5 (2170)	20.8 (170)	64.2 (64,435)	67.1 (4580)
MAYBE	0.9	0	0.9 (906)	1.7 (116)

The greatest desire for combination passes seems to be among those persons presently purchasing the long-haul commute-oriented passes. Often these long-haul trips require local feeder service from the transit station or terminal to the final destination. Generally speaking, the market for joint passes appears quite high among all monthly pass purchasers. This question was, however, asked irrespective of the price of such a pass.

#### Pricing of Joint Passes

Rather than asking respondents what price they would be willing to pay for a combination pass, the question was posed in this manner: "Would you be willing to buy the combined pass if its price were equal to the sum of the separate passes?"

Table 3-9: Would you buy a combined pass if the price equalled the sum of separate passes?

	<u>AC TRANSBAY</u>	<u>SP/MUNI</u>	<u>S.F. MUNI</u>	<u>AC LOCAL</u>
YES	32.9	34.5	28.7	26.1
NO	67.1	65.5	71.2	73.9
TOTAL N	100.0 (5062)	100.0 (799)	100.0 (95863)	100.0 (6570)

Fewer people would buy the joint pass at the combined price than indicated interest when price was not mentioned at all. The implication is that the convenience factor of a single pass which can be used on more than one system, by itself, does not attract a majority of potential users.

What joint passes were respondents interested in purchasing?

Of those 3016 AC Transbay Pass users who desired a combination pass, preferences were expressed in this manner.

AC/MUNI	--	2024	(67.1%)
AC/BART	--	626	(20.7)
AC/MUNI/BART	--	349	(11.6)
MUNI/BART	--	17	(0.6)
		<u>3016</u>	<u>(100)</u>

Of the 1736 AC Local Pass users who desired a combination pass, preferences were expressed in this manner.

AC/MUNI	--	486	(28.0%)
AC/BART	--	972	(56.0)
AC/MUNI/BART	--	278	(16.0)
		<u>1736</u>	<u>(100)</u>

Of the 647 MUNI Pass users who purchased their pass at the SP Depot (hence also use SP service) and desired a combination pass, preferences were expressed in this manner.

MUNI/BART	--	26	(4.1%)
AC/MUNI/BART	--	3	(0.5)
AC/MUNI	--	12	(1.9)
SP/MUNI	--	526	(82.6)
NY MTA/MUNI	--	1	(0.1)
Other	--	69	(10.8)
		<u>637</u>	<u>(100)</u>

Of the 35,014 MUNI Fast Pass users who desired a combination pass, preferences were expressed in this manner.

AC/MUNI	--	3124	(11.0%)
MUNI/BART	--	16229	(57.0)
AC/MUNI/BART	--	1462	(5.1)
SP/MUNI	--	2511	(8.8)
Other	--	5148	(18.1)
		<u>28474</u>	<u>(100)</u>

Others expressed no preference. These preferences allow the development of estimates of the potential market for joint passes among the most likely market segment: current pass purchasers. This information is currently being used as baseline data for the preparation of a marketing and distribution plan for joint passes.

#### Demographic Comparison with Other Surveys of Transit Users

Both AC Transit and San Francisco Muni had completed surveys of transit users within the last three years. The AC Transit On-Board Survey of 1978, conducted by Crain and Associates, was a self-completion form handed to a sample of AC riders on board transit vehicles. The AC Survey is thus representative of AC Transit users using the service on a given day.\*

The Muni survey used here for comparative purposes was conducted by Gruen & Gruen and Associates in 1979. This survey was a general telephone sample survey of all San Francisco households. The results used here are those for respondents who regularly used Muni. The Gruen survey is representative of travel by Muni users who were part of a random household sample.\*\*

#### AC Transit

The working hypothesis concerning the ways that pass purchasers might be different from other transit users would be that pass users would tend to be either more transit-dependent or more frequent riders. For the pass user to achieve a savings over the cash price, the pass user would have to be a daily commuter. It is not possible to accurately test this hypothesis for AC Transit, as AC Transit did not offer a monthly pass in 1978. Consequently, the potential pass purchaser was at that time either paying cash or purchasing

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\* Crain & Associates, AC Transit On-Board Survey, Final Report, May 1979.

\*\* Gruen & Gruen, Financial Strategies for the San Francisco Municipal Railway, May 1979.

Table 3-10: Comparison of Pass Users with Non-Pass Users  
(AC Transit)

	1980 Pass Survey AC Transbay	AC On-Board Survey 1978 Transbay	1980 Pass Survey AC Local	AC On-Board Survey 1978 Local
<u>SEX</u>				
Male	41.9	47.8	30.9	43.7
Female	58.1	52.2	69.1	56.3
Total	100.0	100.0	100.0	100.0
<u>AGE</u>				
Under 18	0.3	6.0	0.7	24.0
18-34	55.1		47.2	
35-49	25.2	90.0	23.1	51.7
50-64	19.2		28.6	
65 and over	0.2	3.6	0.3	5.9
Total	100.0	100.0	100.0	100.0
<u>RACE/ETHNICITY</u>				
Asian	24.7	14.3	21.2	7.1
Black	9.3	23.0	31.6	45.4
Hispanic	2.6	3.3	4.7	6.9
Native American	3.0	0.5	3.0	0.9
White	57.7	56.5	35.3	37.0
Other	2.7	2.4	3.7	2.7
Total	100.0	100.0	100.0	100.0
<u>INCOME</u>				
Under \$15,000	29.2	51.4	60.6	75.1
\$15,000-24,999	33.5	26.7	24.1	15.4
\$25,000-34,999	20.5	15.3	8.9	5.2
\$35,000 and over	16.8	6.6	6.4	4.3
Total	100.0	100.0	100.0	100.0
<u>AUTOS OWNED</u>				
None	20.6		47.1	
One	48.0		32.8	
Two	22.6		15.7	
Three or more	8.9		4.4	
Total	100.0		100.0	
<u>DRIVER'S LICENSE</u>				
Yes	82.1		52.5	
No	17.9		47.5	
Total	100.0		100.0	
<u>AUTO AVAILABLE FOR THIS TRIP?</u>				
Yes		47.9		20.0
No		52.1		80.0
Total		100.0		100.0
N =	(5000)*	(970)	( 6000)*	(4300)

\* Weighted Response

tickets. Any comparison (see Table 3-12) is between the pass user and the entire population of AC Transit riders. It is possible to determine how closely the AC pass purchaser mirrors the demographic composition of the population using AC Transit.

More females appear to be purchasing passes than would be expected from the general population of AC Transit riders. Asians appear to be overrepresented in the pass user sample while blacks are underrepresented. Income appears higher for pass users than for AC users in general. Comparison on auto ownership is not possible due to the different wording of that question in the two surveys.

#### San Francisco Muni

The same hypothesis can be advanced for possible differences between pass users and purchasers of cash fares on San Francisco Muni. The Muni survey allows comparison of Muni Fast Pass purchasers at the current \$16 price and at the old \$11 price in effect in 1979. (See Table 3-13)

Pass users do appear to travel more frequently on the Muni than do those persons who pay with cash. Pass users have a higher income than do individuals who pay cash, which may be due to either the fact that pass users are more likely to be commuters and thus employed full time, or to the effects of inflation. Pass users appear to be more transit dependent than the regular Muni user who pays cash in that the number of pass users who do not own an auto is significantly higher (40% compared to 29%).

Table 3-11: Comparison of Pass User Survey with Muni Telephone Survey  
(S.F. Muni)

	1980 Pass Survey		1979 Muni Telephone Survey	
	S.P./Muni	S.F. Muni:	Fare Mode: Pass	Fare Mode: Cash
<u>TRIPS PER WEEK</u>				
Mean	10.5	13.5	14.1	8.7
Median	10.1	11.7	(Pass Price \$16)	(Pass Price \$11)
<u>SEX</u>				
Male	55.8%	49.5%	39.7%	39.4%
Female	44.2	50.5	60.3	60.6
Total	100.0	100.0	100.0	100.0
<u>AGE</u>				
Under 18	0.0	0.3	0.5	1.1
Adult	100.0	99.5	83.2	86.2
Senior	0.0	0.2	16.3	12.7
Total	100.0	100.0	100.0	100.0
<u>INCOME</u>				
Under \$15,000	12.7	46.3	54.5	56.9
\$15,000-24,000	22.9	30.6	32.9	24.3
\$25,000-34,999	70.8	12.2 23.2	12.8	17.8
\$35,000 and over	100.0	11.0	100.0	100.0
Total	100.0	100.0	100.0	100.0
<u>AUTOS OWNED</u>				
None	6.0	40.4	49.2	29.0
One	34.4	42.4	38.1	47.0
Two	38.9	13.4	11.6	18.0
Three or more	20.7	3.7	1.1	6.0
Total	100.0	100.0	100.0	100.0
N =	(828)*	(100,000)	(167)	(531)
<u>RACE/ETHNICITY</u>				
Asian	14.5	29.2	(not included in survey)	
Black	1.1	2.7		
Hispanic	1.8	5.7		
Native American	6.4	2.6		
White	73.0	54.3		
Other	3.2	5.9		
Total	100.0	100.0		
N =	(828)	(100,000)*	(167)	(531)

\*Weighted Response

## Comparison of New Pass Purchasers with More Established Pass Purchasers

Survey respondents were asked to indicate how long they had been purchasing a monthly pass. This question was included primarily for the purpose of comparing the use of the pass by those who had only recently begun to purchase passes with the transit use of the more established pass users. The hypothesis was this: the established pass user takes more trips on transit and is more likely to purchase the pass for reasons of convenience and the opportunity to take additional trips. The new purchaser would take fewer transit trips, since attracted by a price change, and would purchase the pass primarily to save money on commuting to work.

The hypothesis was tested by cross-tabulating the question on length of purchase with the questions on prior transit use and reasons for buying a monthly pass. The results of these comparisons are examined below for Muni Fastpass purchasers and purchasers of AC Local passes. The AC Transbay pass had only been offered for six months at the time of the survey, so analysis focused on the Muni Fastpass (available for years) and the AC Local Pass (available for about a year).

### San Francisco Muni

The initial comparison is to examine the length of time purchasing the pass and the change in transit use since the user began to purchase monthly passes.

Table 3-12: Prior Use by "How long have you been buying the monthly pass?" (San Francisco Muni Subfile)

Before buying the pass did you use transit...	How Long Have You Been Buying the Monthly Pass?			
	This is the first time	Under six months	6-12 months	Over 1 year
1. Not at all	14.0	9.4	9.8	4.1
2. Did not live in area	15.9	19.3	12.9	11.5
3. Less often than now	23.5	28.1	26.4	24.0
4. About the same as now	41.5	40.5	47.0	53.5
5. More often than now	5.1	2.8	3.9	6.8
Total	100.0	100.0	100.0	100.0
N = ( )	(5189)	(29329)	(16162)	(49819)
%	5.2%	29.2%	16.1%	49.6%

The expected finding that the more established pass user would have used transit more frequently since beginning to buy the pass than the new pass user is not corroborated by this comparison. The next part of the hypothesis was that the opportunity for additional trips would be more important to those who had been purchasing the monthly pass for a longer period of time. For the Muni Fast Pass purchaser, the results of this comparison are indicated below.

Table 3-13: Reasons for buying by "How long have you been buying the monthly pass?" (San Francisco Muni Subfile)

How important are these reasons for buying a pass: I can ride as often as I like	How Long Have You Been Buying the Monthly Pass?			
	This is the first time	Under six months	6-12 months	Over 1 year
Not important	15.1	8.5	1.7	7.1
Somewhat important	19.7	25.8	22.1	19.7
Very important	65.2	65.8	76.2	73.2
Total	100.0	100.0	100.0	100.0
N = ( )	(3932)	(21487)	(11951)	(35810)
%	5.4%	29.4%	16.2%	49.0%

### AC Local Pass

The same comparisons were undertaken for the AC Local pass: prior transit use by length of time purchasing, and reason for buying by length of time purchasing. The results are depicted below.

Table 3-14: Prior Use by "How long have you been buying the monthly pass?" (AC Local Subfile)

Before buying the pass did you use transit...	How Long Have You Been Buying the Monthly Pass?			
	This is the first time	Under six months	6-12 months	Over 1 year
1. Not at all	11.9	5.3	1.0	2.6
2. Did not live in area	0.0	4.4	1.0	2.6
3. Less often than now	16.7	24.8	18.4	10.3
4. About the same as now	54.2	57.5	70.4	69.2
5. More often than now	16.7	8.0	9.2	15.4
Total	100.0	100.0	100.0	100.0
N = ( )	(572)	(2614)	(2267)	(902)
%	14.4%	38.7%	33.6%	13.4%

Table 3-15: Reasons for buying by "How long have you been buying the monthly pass?" (AC Local Subfile)

How important are these reasons for buying a pass: I can ride as often as I like	How Long Have You Been Buying the Monthly Pass?			
	This is the first time	Under six months	6-12 months	Over 1 year
Not important	14.8	64.4	1.4	4.0
Somewhat important	18.5	24.4	10.1	12.0
Very important	66.7	69.2	88.4	84.0
Total	100.0	100.0	100.0	100.0
N = ( )	(625)	(1804)	(1595)	(578)
%	5.4%	29.4%	16.2%	49.0%

Prior transit use did not appear to vary much between newer and older pass purchasers for the AC Local subfile. Respondents who had been purchasing the pass for over six months tended to rate the reason "I can ride as often as I like" more highly than those respondents who had been buying a pass less than six months.

Transit Use by Length of Pass Purchase

The tables below delineate total weekly trips and average monthly trips by how long individuals have been purchasing passes. This is a direct test of the hypothesis that more recent pass purchasers would take fewer trips than those who have been using the pass for some time.

Table 3-16: Length of Purchase by Total Weekly Trips (Mean)

How long have you been buying a pass?	TOTAL WEEKLY TRIPS (MEAN)			
	AC Transbay	S.P./Muni	S.F. Muni	AC Local
This is the first time	11	10	14	10
Under 6 months	11	11	13	12
6-12 months	12	11	13	14
Over a year	<u>pass not on sale</u>	<u>11</u>	<u>14</u>	<u>15</u>
Mean for subfile	10.9	10.7	13.5	13.0

Table 3-17: Length of Purchase by Monthly Average (Mean)

How long have you been buying a pass?	MONTHLY AVERAGE (MEAN)			
	AC Transbay	S.P./Muni	S.F. Muni	AC Local
This is the first time	45	43	62	45
Under 6 months	46	46	56	53
6-12 months	50	49	55	61
Over a year	<u>pass not on sale</u>	<u>49</u>	<u>60</u>	<u>66</u>
Mean for subfile	47.3	46.4	58.4	56.2

The results are ambiguous. Only in the case of users of AC Local Passes does it appear that the new pass user takes fewer trips than the long-term pass user. It is instructive to note that AC Transbay pass users and Muni Fastpass users who also use S.P. service appear to take fewer trips regardless of length of time purchasing the pass than do Fast Pass users as a whole or AC Local pass users.

### Extent of Intersystem Use as Indicated in Other Surveys

Three surveys contained information on the extent of use of more than one transit system. The survey of Southern Pacific riders conducted by Caltrans in 1980 included questions as to the mode of travel to and from SP Stations for northbound trips (to San Francisco).

#### Southern Pacific Survey:

Table 3-18: Mode to Home Station (SP Survey)

Transit to Home Station	6.5%
Drove Alone	47.9
Other	46.6
<u>Total</u>	<u>100.0</u>
N =	(7180)

Most travellers on Southern Pacific service begin their trips in San Mateo and Santa Clara Counties and commute to work in San Francisco. The survey indicates that the preponderance of these individuals do not take transit to their origin stations.

Table 3-19: Mode to Final Destination (SP Survey)

Transit to Final Destination	52.0%
Walk to Final Destination	38.0
Jitney to Final Destination	1.0
Other	9.0
<u>Total</u>	<u>100.0</u>
N =	(7112)

The majority of SP riders do take the bus to their final destination. In addition, those individuals who walk might be considered a potential transit market, if transfers or fares were simplified.

#### AC Transit On-Board Survey

The 1978 AC Transit On-Board Survey conducted by Crain and Associates questioned survey respondents as to their mode of transport to and from the bus they were riding when surveyed.

Table 3-20: Mode of Transport to Starting Bus Stop  
 (AC On-Board Survey 1978)

	<u>TransBay</u>	<u>Local &amp; Express</u>
Mode other than transit	79.0	69.3
Transfer to AC Transit	7.6	23.2
Transfer to other transit system	13.4	6.5
Total	100.0	100.0
N =	(946)	(4334)

Table 3-21: Transfer After This Transit Trip?  
 (AC On-Board Survey 1978)

	<u>TransBay</u>	<u>Local &amp; Express</u>
No	72.1	65.4
To AC Transit	12.2	30.0
To BART	1.5	3.9
To Muni	12.7	
To other	1.6	0.7
Total	100.0	100.0
N =	(938)	(4284)

The frequency of intersystem use was higher on both ends of the transit trip for AC Transbay riders.

#### BART Passenger Profile Survey

The 1980 BART on-board survey asked the modes of access and egress to and from BART stations for the trips surveyed.

Table 3-22: Mode To or From BART

	<u>Transbay</u>	<u>East Bay</u>	<u>West Bay</u>
Bus on one end of trip	20.9	28.8	25.4
Bus on both ends of trip	4.9	10.9	8.5
No bus used	74.1	60.3	66.1
Total	100.0	100.0	100.0
N =	(5735)	(3374)	(3190)

### Comparison of Results from Long Form with Short Form Results

The short survey form was included in the sample partially as a check on the validity of the longer form results. Several questions were directly parallel. Side-by-side comparisons were made on these parallel variables to determine if any significant differences existed. Responses to these questions were quite similar in all cases. For example, for the question asking respondents to rate the reasons they purchased monthly passes, responses were as follows.

Table 3-23: How Important Are These Reasons for Purchasing a Monthly Pass? (Short/Long Comparison)

#### 1. More convenient than cash:

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
Not Important	2.7	3.2	1.4	4.9	2.4	2.4	0.6	1.9
Somewhat Important	20.4	20.8	19.2	18.7	11.3	16.3	8.7	13.7
Very Important	76.9	75.9	79.5	76.4	86.4	81.3	90.6	84.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

#### 2. I can ride as often as I like:

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
Not Important	16.2	22.8	12.4	4.9	2.4	2.4	0.6	1.9
Somewhat Important	20.4	20.8	19.2	18.7	11.3	16.3	8.7	13.7
Very Important	76.9	75.9	79.5	76.4	86.4	81.3	90.6	84.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

#### 3. It saves me money:

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
Not Important	1.8	2.5	4.3	4.8	1.6	2.4	1.4	3.1
Somewhat Important	10.6	12.5	13.5	12.8	8.1	11.6	8.3	10.6
Very Important	87.6	85.0	82.3	83.6	90.2	86.0	90.3	86.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In each case, the rankings of the importance of the different reasons was the same, although percentage rankings differed somewhat.

For the question on annual household income, the comparative results are indicated below.

Table 3-24: Annual Household Income  
(Short/Long Comparison)

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
Under \$15,000	27.2	29.2	20.7	12.7	37.8	46.3	64.5	60.6
\$15,000-\$24,999	32.3	33.5	20.0	22.7	33.7	30.6	22.6	24.1
\$25,000-\$34,999	19.6	20.5	23.4	22.2	14.5	12.2	8.4	8.9
\$35,000 and over	21.0	16.8	35.9	42.2	12.9	11.0	4.5	6.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

The only variances between short and long files over 5% of the total are in the "Under \$15,000" category for the S.P./Muni subfile and the Muni subfile. Other results are within 1% to 3% in each case.

Recipients of both long and short forms were asked if they currently purchased passes offered by any other transit systems.

Table 3-25: Do You Purchase Other Passes?  
(Short/Long Comparison)

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
Yes	18.0	19.5	74.7	74.7	5.0	4.2	0.6	2.4
No	82.0	80.5	25.3	25.3	95.0	95.8	99.4	97.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Once again, the responses to these questions for both short and long surveys appear quite similar.

Respondents to both forms were asked if they would purchase a pass offered by more than one transit system. Comparison between the respondents to the two forms on the desire for a combination pass are depicted in Table 3-26.

Table 3-26: Would you buy a pass that could be used on more than one transit system? (Short/Long Comparison)

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
Yes	60.9	57.7	80.4	79.2	42.0	34.9	49.8	31.2
No	34.8	41.5	15.9	20.8	54.7	62.0	47.2	67.8
Maybe	4.3	0.5	3.6	0.0	3.3	0.9	3.0	1.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In each case, respondents on the short form indicated a greater interest in purchasing combination passes. The difference was most striking in the San Francisco Muni and AC Local Pass subfiles. A possible explanation for this disparity is that this question in the long form was followed by a question which asked if the respondent would buy a pass priced at the sum of the separate passes. The short form question was not accompanied by any question related to price.

Finally, respondents to both survey forms were asked how long they had been purchasing a monthly pass.

Table 3-27: How long have you been buying a monthly pass? (Short/Long Comparison)

	AC Transbay		SP/Muni		SF/Muni		AC Local	
	Short	Long	Short	Long	Short	Long	Short	Long
This is the first time	20.7	16.1	4.0	10.8	4.2	5.1	16.9	14.5
Under 6 months	60.9	64.6	56.7	56.3	26.1	29.1	43.6	38.2
6 to 12 months	16.0	15.4	17.3	19.4	18.9	16.0	27.9	33.8
Over 1 year	2.5	3.9	22.0	13.5	50.7	49.8	11.6	13.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Differences between responses to the short and long forms are well within reasonable bounds.

Overall, the use of short and long forms provided a useful check on the validity of the responses to the longer survey instrument. Such an internal methodological check can aid the researcher in uncovering hidden biases within the survey instrument. The inclusion of a pricing question

in the longer form probably understated the willingness of patrons to buy a combination pass at an undetermined price. At the same time, the short form provided information as to the number of persons who would, in the abstract, be interested in a joint pass.

The inclusion of short and long forms in the sample served three purposes: the methodological check explained above, another methodological check on the value of offering an incentive to boost response rates, and a practical purpose of ensuring that all pass buyers at the sampled outlets would receive some form of survey instrument. This allowed both limiting the cost to the project of the \$1.00 incentive and simplifying instructions to sales personnel.

#### Uses of Monthly Pass User Survey

The survey analyses have been put to a number of uses so far. Preliminary survey tabulations were printed and sent to the marketing and planning staff at both AC Transit and San Francisco Muni as soon as they were available.

Survey results on a variety of questions have proved germane to a number of problems encountered in the AC-BART-Muni multi-operator pass project. Of particular interest have been questions related to number of trips taken with the pass, preferred distribution methods, and the potential market for joint passes. As preparation of marketing and distribution plans for the joint passes continues, the survey will be an invaluable source of background information.

In addition, the pass user survey represents the first effort at defining the user of the monthly pass as opposed to the regular transit user. It is hoped that the results will prove of use to other transit systems in planning and developing fare prepayment schemes.



## Chapter 4

### RESPONSE TO THE FIRST MULTI-OPERATOR PASS

The AC-Muni monthly pass was introduced in September 1981. It consists of a standard AC transbay pass (for Zone 1, 2 or 3, depending on commute distance from San Francisco) with a Muni sticker affixed at the time of purchase. By agreement between AC and Muni, the price is set at the sum of the separate passes, minus a \$2 discount. The \$2 reduction was established to provide some promotional incentive for purchasers, while limiting potential revenue losses. The resulting price was \$50 for Zone 1 (principally the Oakland-Berkeley area), \$59 for Zone 2 (the Richmond area to the north and the San Leandro-Hayward area to the south), and \$68 for Zone 3 (the southernmost portion of AC's basic service area).

The joint pass is sold, along with regular AC passes and tickets, only at the AC office in downtown Oakland or at the AC ticket booth in the Transbay Terminal, located on the southern edge of downtown San Francisco (see map, page 11). Almost all joint passes are sold at the Terminal, since all persons who use transbay AC service pass through there for every trip.

#### Initial Market Response

In Chapter 2, one estimate of potential AC-Muni joint pass buyers was given as 3,000 persons each weekday who transfer between AC and Muni for work trips. The questions from the 1980 survey of pass users, summarized in Chapter 3, indicated that 38.7% of all AC Transbay pass users were interested in an AC-Muni joint pass, dropping to 22.1% if the price were set at the sum of separate passes. At the October 1980 pass sales rate, this translates to 1,150 to 2,020 persons. Because the AC-Muni pass would primarily be for regular AC transbay riders who need to transfer to or from Muni to complete

their trips, this range (1-2000) can be taken as an approximation of the immediate market for the new pass. The 3,000 figure was used as the total market.

The first few months of AC-Muni pass sales were:

September	1,213
October	1,236
November	1,298
December	_____

These first sales figures cannot be interpreted as a pattern due partly to the novelty of the joint pass. In addition, seasonal reductions in transit pass sales in November and December typically reflect the holidays that reduce the number of working days and thus the "break-even" point for some pass purchasers. Still, early sales are encouraging in that they represent over 40% of the maximum total market predicted (3,000), and an even higher proportion (60-120%) of the predicted immediate market.

Initial response was also a function of available agency budgets which restricted advertising principally to the Transbay Terminal itself and to AC's transbay buses. In August 1981, a major publicity event was staged by a related multi-agency project concerning public information on regional transit routes and connections. Among other things, the ceremony included the first public announcement of the joint AC-Muni pass. While the local press featured the new pass in reports, there was relatively little widespread publicity.

#### Designing and Conducting the Survey

The same survey methodology applied in the 1980 survey was repeated--a self-completion survey, with a weekly trip table and a \$1 discount coupon incentive. Many of the 1980 questions were repeated, and others were added or improved upon. The survey form is shown in Appendix E.

The major purposes of the 1981 survey were:

- 1) to compare buyers of the new joint pass to those who bought the separate system passes;
- 2) to further probe buyers' preferences among sales and distribution options; and
- 3) to gauge consumer acceptance of the new pass.

The restricted distribution system and the estimated market size meant that a 100% sample could be attempted. AC sales personnel agreed to distribute a survey form with every joint pass sold. 675 usable responses were received by the processing cut-off date for about a 55% return rate, similar to that for the 1980 survey.

#### Sources of Buyers of New Passes

As expected, a majority of new pass buyers had formerly bought one or both of the two separate system passes. A question in the October survey asked if the respondent had bought the joint pass before; i.e., in September, the first month it was offered. The prior payment method appears to be related to both the residence of the buyer and when the buyer bought the pass for the first time. ("First time" means first bought the joint pass in October 1981, "Second time" means bought the pass in September and October 1981.)

Table 4-1  
Prior Payment Methods, by Residence and Timing

	<u>Total</u>	First-Time Buyers		Second-Time Buyers	
		<u>East Bay</u>	<u>San Francisco</u>	<u>East Bay</u>	<u>San Francisco</u>
<b>Prior AC and Muni users:</b>					
Bought both passes	60.1%	47.3%	39.6%	69.6%	72.5%
Bought AC pass only	6.7	8.9	3.8	6.5	2.5
Bought SF pass only	11.7	13.4	26.5	7.5	17.5
Paid cash or tickets	15.3	23.1	20.8	10.7	7.5
	<u>93.8</u>	<u>92.7</u>	<u>90.7</u>	<u>94.3</u>	<u>100.0</u>
<b>New riders (all methods)</b>					
to:					
AC	2.3	3.1	9.5	1.2	--
SF Muni	1.7	2.2	--	1.8	--
Both	1.9	1.8	--	2.7	--
	<u>5.9</u>	<u>7.1</u>	<u>9.5</u>	<u>5.7</u>	<u>--</u>
	99.7	99.8	100.2	100.0	100.0
	(669)	(224)	(53)	(336)	(40)

The data in the right-hand columns indicate that the first persons to respond to the new pass in September were those regular riders who had purchased both passes separately before. They realized both an immediate \$2 monthly savings and the convenience of carrying only one card rather than two. Those who first bought the new pass in October, the second month, may better represent the future market. A higher proportion of these persons either previously paid by cash, only bought one of the two passes, or were new riders to one or the other system.

In the 1980 survey of AC Transbay pass buyers, only 4.7% were San Francisco residents. The persons buying the joint pass the first month included 10.6% San Franciscans, and in the second month, 19.1%. This suggests a reverse-commute market that had not really been expected.

## Comparisons with 1980 Survey Respondents

There appear to be some significant demographic differences between the joint pass buyers and the separate system pass buyers surveyed one year earlier. The income distribution of the joint pass users is closer to that of the Muni pass user than to the AC Transbay pass user, but the proportion of females and minorities is higher for joint pass buyers than for either separate system pass.

Table 4-2  
Demographic Comparisons

	<u>1980 AC Transbay</u>	<u>1980 Muni</u>	<u>1981 AC Muni</u>
Female	58.1%	50.5%	61.4%
Minority	42.3%	45.7%	49.8%
Income:			
Under \$15000	29.2%	46.3%	41.4%
\$15000-24999	33.5	30.6	31.3
\$25000-34999	20.5	12.2	14.6
\$35000+	16.8	11.0	12.7
Residence:			
East Bay	94.9%	1.1%	85.3%
San Francisco	4.7%	94.8%	14.4%

The immediate attraction of saving \$2 on the new pass may partly account for the high proportion in the lowest income category.

Within the joint pass sample, there is evidence that minorities and females are disproportionately represented in the under \$15,000 category. The differences are more pronounced between minorities and whites than between males and females.

**Table 4-3**  
**Proportion in Under \$15,000 Category**

	<u>Minority</u>	<u>White</u>	<u>Total</u>
Female	47.9% (192)	38.7% (173)	43.6% (365)
Male	49.0% (104)	32.8% (134)	39.9% (238)
Total	48.3% (296)	36.2% (307)	

Whether this relationship applies to the general population must await further 1980 census data.

#### Travel Patterns

Over 600 respondents (89.3%) provided usable data in their weekly trip tables. Pass buyers were asked for their one-way trips on AC and Muni in the full week preceding their purchase of the October joint pass. As shown in Table 4-1 for the first-time pass buyers, that week may have represented a mix of payment methods. For second-time pass buyers, however, the preceding week is assumed to represent actual use of the new September joint pass. In this interpretation, comparison of firstand second-time joint pass buyers can be used as a rough "before/after" comparison. The following table lays out the comparisons between 1980 and 1981 data by residency.

Table 4-4  
Weekly and Monthly Trips\*

	1980 AC Transbay Trips	1980 Muni Trips	1981 AC-Muni Joint Pass Trips	
			First-time buyers	Second-time buyers
<b>Mean weekly trips:</b>				
On AC:	10.97		10.53	11.28
East Bay residents	11.00		10.50	11.31
San Francisco residents	10.41		10.33	11.00
On Muni:		13.50	11.00	11.33
East Bay residents		10.40	10.42	10.96
San Francisco residents		13.53	12.96	14.34
<b>Mean monthly trips:</b>				
On AC:	47.34		45.62	48.88
East Bay residents	47.47		45.50	48.99
San Francisco residents	44.88		44.77	47.66
On Muni:		58.44	47.70	49.09
East Bay residents		44.87	45.14	47.47
San Francisco residents		58.56	56.15	62.15

(\*Monthly trips estimated as weekly x 4.333)

Use of AC does not seem to be much different for the regular AC Transbay pass user or the new AC-Muni joint pass user and indicates primarily work commute connections (10 per week for a typical 5-day work week).

In each category, those who bought the joint pass for the first time in October show fewer trips than those who bought it in both September and October. The greatest difference is seen for Muni trips by San Francisco residents. Additional trips by second-time users may reflect two factors:

- 1) a realization of expected new trip-making
- 2) more frequent riders (who benefit most from passes) responding first to the new pass

As an indication of potential increased trips in the future, respondents were asked if they expected to use AC local or transbay service or Muni more, less or about the same as they had before purchasing the new joint pass.

43.6% said that they might make some new trips on one or more of the services for a variety of purposes. Such hypothetical questions have limited statistical reliability, but the response at least indicates that people are aware of the new trip-making opportunities the joint pass offers.

Considering the joint use of AC and Muni by buyers of the new pass, the previous conclusion that the standard 10-trip commute accounts for most weekly trips is again supported. Dividing total weekly trips into five ranges, centered around multiples of five, illustrates the point. The second range (8-12 trips) represents typical commuting. The third range (13-17 trips) includes two or three additional round-trips per week. These two ranges (four combinations, shown below by\*) account for 86.3% of respondents.

Table 4-5  
Joint AC-Muni Weekly Trips

Trip Range Combinations AC Trips + Muni Trips	Residence		Total
	East Bay	San Francisco	
5 All	2.9	8.6	3.8
10 10	73.2	47.6	69.0*
10 15	5.4	18.3	7.5*
10 Other	2.9	12.1	4.2
15 10	5.6	1.2	4.9*
15 15	5.2	3.7	4.9*
15 Other	1.6	3.6	2.1
20 All	2.4	3.7	3.0
25 All	0.6	1.2	0.7
	99.8	100.0	100.1
	(482)	(82)	(571)

As before, the availability of Muni service to San Francisco residents throughout the week results in higher Muni trip rates for them.

#### Reasons for Buying the Joint Pass

The formats for both the 1980 and 1981 surveys did not permit a true trade-off question ranking the various reasons for purchasing the passes. One

aggregate proxy for this is the proportion of persons ranking a reason as "very important."

Table 4-6  
"Very Important" Reasons for Purchasing Passes

	<u>1980 AC Transbay</u>	<u>1980 Muni</u>	<u>1981 %</u>	<u>AC-Muni Mean score*</u>
More convenient than cash	75.9%	81.3%	82.0%	1.19
Saves money	85.0	86.0	86.4	1.14
Unlimited rides	45.3	71.1	65.4	1.41

(\*1 = very important, 3 = not important)

The importance of saving money with all the passes remains a dominant reason for purchase. The price basis for each of the three passes is different, so the individual's calculation of savings must be quite gross, probably expected commute trips as a break-even point. The AC transbay pass is priced at 36 trips (or 18 work commutes), the Muni pass at 32 trips (or 16 commutes), and the joint pass at the sum of the two passes minus \$2. October 1980 had 23 work days and October 1981 had 22, with no major national or state holidays. Given the disparity between the current pricing basis, the typical 40-44 trip break-even point for commuters, and the previously noted level of trip-making beyond commuting, the savings advantage might still be maintained with a somewhat higher price.

Several respondents wrote in an additional reason for buying the joint pass. They said that they preferred the convenience of carrying only one type of pass good for two systems. Some mentioned it in terms of less space taken up in their wallets or purses, while others wrote about the advantage of not "fumbling around" for the right pass to show a bus driver.

## Sales and Distribution

The joint pass user survey sought more information on preferences for payment methods and distribution points than was obtained in the 1980 survey. Most respondents ranked the current AC-Muni method as their most preferred: payment by cash or check at the Transbay Terminal. There may have been some response bias introduced by the format, which listed these options first, but it is more likely that a majority of people simply prefer the certainty of method and location the present ticket booth offers. For payment or location options ranked 1, 2 or 3, the top combinations were (note--multiple responses result in totals over 100%):

Table 4-7  
Sales Preference Combinations

<u>Location</u>	<u>+</u>	<u>Payment Method</u>	<u>Percent of Respondents</u>
AC Transbay Terminal booth		Cash	78.6
"		Check	71.8
"		Credit Card	40.3
Location near work		Check	36.1
"		Cash	35.7
Location near home		Cash	33.8
"		Check	31.4
Location near work		Credit Card	23.5
Through employer		Check	19.8
Location near home		Credit Card	19.3
Through employer		Cash	18.9
By mail or phone order		Check	17.9
"		Cash	15.1
Through employer		Credit Card	11.6
By mail or phone order		Credit Card	11.4
All other combinations			Under 10%

At present, AC Transbay passes are available at some East Bay supermarkets and Muni passes are sold in a variety of retail stores and banks throughout San Francisco. There appears to be interest in expanding distribution of the joint pass beyond the terminal, indicated both by the above data and by write-in comments that the passes should be available at specific locations, including banks, groceries, and college campuses. Interest is also apparent in credit card payment, which no transit agency presently offers. Payment

methods which elicited little interest were automatic bank account or payroll deductions. Few were interested in purchasing passes through regular ticket agencies (the ones that handle entertainment events) or though BART station vending equipment.

Reasons behind these preferences were not probed, so interpretation is purely speculative. However, respondents seem to clearly prefer personal transactions to more automated or automatic procedures, and they do not seem to trust the mail to insure that their high-value pass arrives safely and on time. Among the open-end comments on this subject was the suggestion that some form of pass insurance or registration be instituted to guard against loss or theft and that a special check guarantee card be issued to regular pass purchasers to speed the monthly crush at the ticket booth.

#### Comments

Over 68% of respondents took the opportunity to write in open-end comments (Question 10). These appear in Appendix D, organized into categories. 459 respondents offered 611 separate types of comments:

Table 4-8  
Open-End Comments

Positive response	
Pass saves me money	5.4%
Pass is convenient	16.7
General approval(e.g., "Great," "Good idea")	<u>37.2</u>
Suggestions/complaints	
Pass overpriced	6.5%
Pass not readily available, too few outlets	3.8
Pass not usable on Muni Metro (LRV)	7.2
Pass not recognized by Muni drivers	2.5
Pass is too flimsy, doesn't hold up	1.6
Pass should be replaceable	2.0
Should be expanded to other systems	4.1
Should have been done before	3.9
Other specific suggestions	<u>6.2</u>
	<u>37.8</u>
AC service comments	1.3%
Muni service comments	1.6
	<u>100.0</u>
	(611)

The regular Muni pass has a magnetic strip which activates the automatic turnstiles in the Muni Metro underground light-rail stations. Persons with the new joint pass, which has no magnetic strip, must wait for a station attendant to verify the pass and manually open a gate. This is the same procedure used if a person wants to use a standard Muni paper transfer from a surface route to the underground service. This problem of technology will be solved in the longer-term project (described more fully in Volume I of this report) for developing joint AC, Muni and BART passes. The Muni Metro problem affects a fairly small proportion of pass users. The problem seems to have been more one of improperly communicating to the patron how to use the new pass on the Metro. Complaints about Muni drivers not honoring the new pass were similarly the results of initial communications problems which appear to have been solved.

## Chapter 5

### CONCLUSIONS

The market identified for joint fare prepayment represents about 10% of total transit trips in the region and comprises the most interoperator travel in the central urbanized area. The market was further probed by a 1980 survey of AC Transit and San Francisco Muni monthly pass buyers. The survey found that the market can really be subdivided into the long-haul, higher income, commute-only user, and the local, lower-income, transit-dependent user. Different methods of distribution, pricing and promotion must be directed at these distinct sub-markets.

The 1980 pass user survey focused on transit use and traveler characteristics. Results indicated that monthly pass users take on at least 40 trips a month and generally more, implying almost daily use for commuting. The amount of additional trips taken varied by the particular pass. This suggests that passes can be priced closer to the actual number of daily commuting trips and that the current levels of discounts may not be needed.

The 1980 survey also found that a significant number of separate pass users now buy more than one system's pass and would be interested in buying a joint pass. The first joint pass to be developed was one meeting these needs--a simple combination of the two existing AC Transit and Muni passes.

Pass users suggested a variety of potential distribution methods that would make joint pass buying convenient, but the nature of intersystem travel would allow concentrating sales at the major intersystem transfer points. Further exploration of sales methods in the 1981 survey of buyers of the first joint pass, however, revealed a reluctance to switch to new and untried option. Mail and phone order sales and use of vending machines did not rate highly, although many respondents were interested in using their credit cards. Credit

card payment may be perceived as a particularly desirable option for high value passes like the new joint pass where the significant initial cash outlay may itself be a deterrent to purchase.

The survey of buyers of the first joint pass indicated a high degree of acceptance of the new pass. The generally positive responses should reassure the cooperating transit agencies that continuing efforts at fare coordination will be welcomed by patrons.

## APPENDIX A: SURVEY METHODOLOGY



## APPENDIX A: SURVEY METHODOLOGY

### BACKGROUND

The monthly pass user survey was designed to provide information about two different aspects of transit fare prepayment. First of all, the study was intended to provide an informational base about present use of monthly transit passes on AC Transit and San Francisco Muni: demographics, frequency and type of use, and distribution methods. Second, the survey was an attempt to gauge the market for joint monthly passes involving two or more transit operators in the San Francisco Bay Region. This section on Methodology describes the design of the questionnaire, the sampling procedure and distribution method, coding and keypunch procedures, and the techniques of computer analysis employed.

### QUESTIONNAIRE DESIGN AND DEVELOPMENT

The initial step in questionnaire design was the examination of formats employed by researchers in similar surveys. Particular attention was paid to passenger surveys previously conducted in the Bay Area (BART Passenger Profiles and the AC On-Board Survey) and to a questionnaire developed by Crain and Associates as part of a study of transit fare prepayment in Austin, Texas and Phoenix, Arizona.

Following this initial phase, sample questions were formulated which dealt with the characteristics of pass use at the present time, the user's desire for joint passes, and basic demographic information. Staff at AC Transit and San Francisco Muni were involved at this point, both to allow their review of suggested questions and to include other questions of particular interest to the two transit properties.

It was recognized early in the project that typical self-completion questionnaire response rates (10-30%) were not acceptable. Moreover, the

project requirement for detailed pass use information resulted in a somewhat complex set of questions which could further depress response. For these reasons, an innovative aspect of the questionnaire design for this survey was the inclusion of an incentive designed to increase the response rate. Two distinct questionnaires were developed: a short, fairly simple form, and a longer, more detailed form. To encourage those persons receiving the longer form to complete the survey and return it by mail, a special coupon was included on the front of the survey which entitled the respondent to a \$1.00 discount toward the next month's pass purchase if the form was completed and returned. The shorter form included a space for comments in hopes that respondents would be encouraged to express their opinions. The short form allowed two tests: whether the incentive produced a higher response rate and whether the incentive resulted in any bias in the type of traveler responding.

Due to the tight schedule for printing of the survey form, the final instrument included some errors in both layout and wording. Fortunately, these did not appear to confuse respondents. Copies of both final questionnaires as well as corrected versions of the final questionnaires have been included as Appendix C to this report.

#### Trip Table/Trip Making Patterns

One of the most difficult problems in transportation research is the task of ascertaining the travel behavior of the individual. Various methods have been used with varying degrees of success. Some researchers have concluded that the best method of obtaining data as to trip making patterns is the home interview. The high cost of home interviews renders this method impractical in many situations. Home interviewing was especially impractical for this survey due to the specialized nature of the population to be sampled.

It was essential to develop a method of ascertaining travel behavior by monthly pass users. Several problems guided the development of an instrument for obtaining these data. First, it was thought important to obtain actual data on travel behavior as opposed to predictive data. Second, the trip table had to show linked passenger trips. Third, some method had to be derived to explain the concept of one-way trips. Fourth, data on transit use during peak and off-peak periods were desired. Finally, some indication as to trip purpose was thought advantageous.

The instrument designed was a trip table which asked for last week's travel on transit with a division between peak and off-peak. A separate question was asked as to trip purpose. In addition, a question was included as to whether the data shown were typical. Question 3 on the survey is the trip table section. (See Appendix A, p. \_\_\_\_).

The trip table eventually designed was fairly complicated both in instructions and layout. The concern that people would simply not respond to such a complicated table was not borne out by the actual response to the survey, however. The response was almost as high to this complicated question as it was to the question on annual household income.

	Overall Survey (weighted)	
	<u>Total trips variable</u>	<u>Annual household income</u>
Valid Responses	89%	94%
<u>Missing Responses</u>	<u>11%</u>	<u>6%</u>
TOTAL	100%	100%

Such a high response to a complicated trip diary was encouraging. The tabulation of the responses did require some interpretation, however. Some respondents used an "x" to indicate round trips and a check to indicate

one-way trips. Basic ground rules for interpretation of the table were established at the outset of the coding, and no significant difficulties were experienced. Respondents were then asked if this represented a typical weekly pattern of travel. Overall, 94.7 percent of all respondents indicate that the trip diary represented a typical week of travel.

Due to a layout error in inserting boxes rather than spaces to insert numbers in, the trip purpose question did not work at all. Many respondents attempted to follow instructions and write numbers in the little boxes, but others simply placed checks next to the trip purpose categories most applicable to them. The peak/off-peak split in the trip diary seemed to work quite well, however.

#### SAMPLING PROCEDURE

The general method employed in distributing the survey imposed a number of constraints on the eventual sampling procedure. The only method available for surveying monthly pass users was to distribute the survey along with the monthly pass at the point of purchase. This entailed a mail-back survey, as it was impossible to monitor survey response at the distribution outlets. The different distribution channels employed by AC Transit and San Francisco Muni entailed the development of two distinct sample designs to ensure representativeness among the different pass user populations. These are described below.

The overall sampling strategy was to select a representative sample of pass sales outlets to obtain a total usable response of approximately 1,200 long forms each for AC Transit and Muni pass users. This large a response would allow a high degree of accuracy in the variety of breakdowns by traveler and travel pattern types that were required by the analysis plan. Long-form questionnaires were distributed to selected outlets in proportion to their

sales volumes. In order to simplify the instructions to those directly responsible for pass sales, short form questionnaires were distributed to make up the difference between the number of long forms and the total sales estimated for each outlet. Long forms were to be distributed first. Thus, every pass buyer at the chosen outlets received some form. Where the sales volume was underestimated, the outlet simply ran out of survey forms. There was no reason to expect that this would introduce any bias in the sample.

#### Sampling Design for San Francisco Muni Fast Pass Purchasers

San Francisco Muni sells Fast Passes through over 100 private sales outlets as well as at selected city outlets and transit stations throughout the City and County of San Francisco. Sales at the various outlets vary considerably, from 25 or fewer passes sold each month to over 3,000 passes sold each month. The larger outlets tended to be in downtown San Francisco and the smaller outlets in outlying neighborhoods. The sales outlets were grouped by size (number of passes sold) and outlets were randomly selected (using a random number table) from each group. The strategy was one of stratified sampling with allowance for replacement if an outlet chose not to participate. Figure A-1 depicts the Fast Pass sales outlets selected in relation to other Fast Pass sales outlets in San Francisco.

In order to make the sample outlets representative of the volume of passes sold in each group, long forms were distributed to each outlet in proportion to the sales group's percentage of total pass sales. The following chart illustrates this process.

FIGURE A-1.

<u>SALES OUTLET GROUP (OUTLET)</u>	<u>TOTAL PASSES SOLD IN GROUP (AT OUTLET)</u>	<u>PERCENTAGE OF TOTAL PASSES SOLD</u>	<u>NUMBER OF LONG FORMS NEEDED</u>	<u>NUMBER OF SHORT FORMS NEEDED</u>
1. UNDER 100 PASSES SOLD (FILIPINO- AMERICAN COUNCIL)	1,381 (50)	1.6%	40	10
2. 101-250 PASSES SOLD (UNIV. OF SAN FRANCISCO)	5,981 (246)	7.1%	178	68
3. 251-500 PASSES SOLD (BANK OF CANTON)	11,403 (397)	13.6%	340	57
4. 501-1000 PASSES SOLD (WALTER MAY SHOES)	18,411 (605)	21.9%	548	57
5. 1001-2000 PASSES SOLD (EUREKA SUPERMARKET)	17,732 (1,500)	21.1%	528	972
6. 2001-6000 PASSES SOLD (OLYMPIC SAVINGS & LOAN)	29,017 (3,065)	34.6%	866	2,199
7. SPECIAL GROUP: SOUTHERN PACIFIC DEPOT*			500	500
		<u>TOTAL</u>	3,000	3,863

\*INCLUDED AT REQUEST OF SAN FRANCISCO PUBLIC UTILITIES COMMISSION. NOT PART OF SAMPLE.

The original sample size was 2,500 long survey forms. The San Francisco Public Utilities Commission requested that the Southern Pacific Depot be included in the sample to test the joint pass market for commuters using the Southern Pacific Railway service. As the inclusion of this outlet into the original sample would have biased the sample, since long-distance commuters

from the rail corridor are quite different from San Francisco residents, this outlet was treated separately from the beginning.

#### Sampling Design for AC Transit Pass Purchasers

AC Transit sells two kinds of monthly passes: a local pass for service to its East Bay service area and a Transbay Pass for service from the East Bay to the San Francisco Transbay Terminal. The local pass is sold at the AC Transit Office in downtown Oakland and through participating grocery stores throughout the AC Transit service area. The Transbay pass is sold at the AC Transit Office, through the mail and at the Transbay Terminal. Unfortunately, it proved administratively impossible to distribute the survey at the grocery store points.

This constraint posed no problem with the Transbay Pass as grocery stores did not sell this pass. The bulk of local pass sales (close to 2/3 of the total), however, were handled through the grocery stores. Consequently, we were forced to assume that pass users who purchased passes at the AC Transit Office or through the mail were representative of the total population of AC Transit local pass purchasers.

The pass survey was divided in a manner proportionate to sales at the AC Transit Office and the Transbay Terminal in San Francisco. Table 1 illustrates the distribution.

Table A-1: Distribution of AC Transit Pass User Surveys

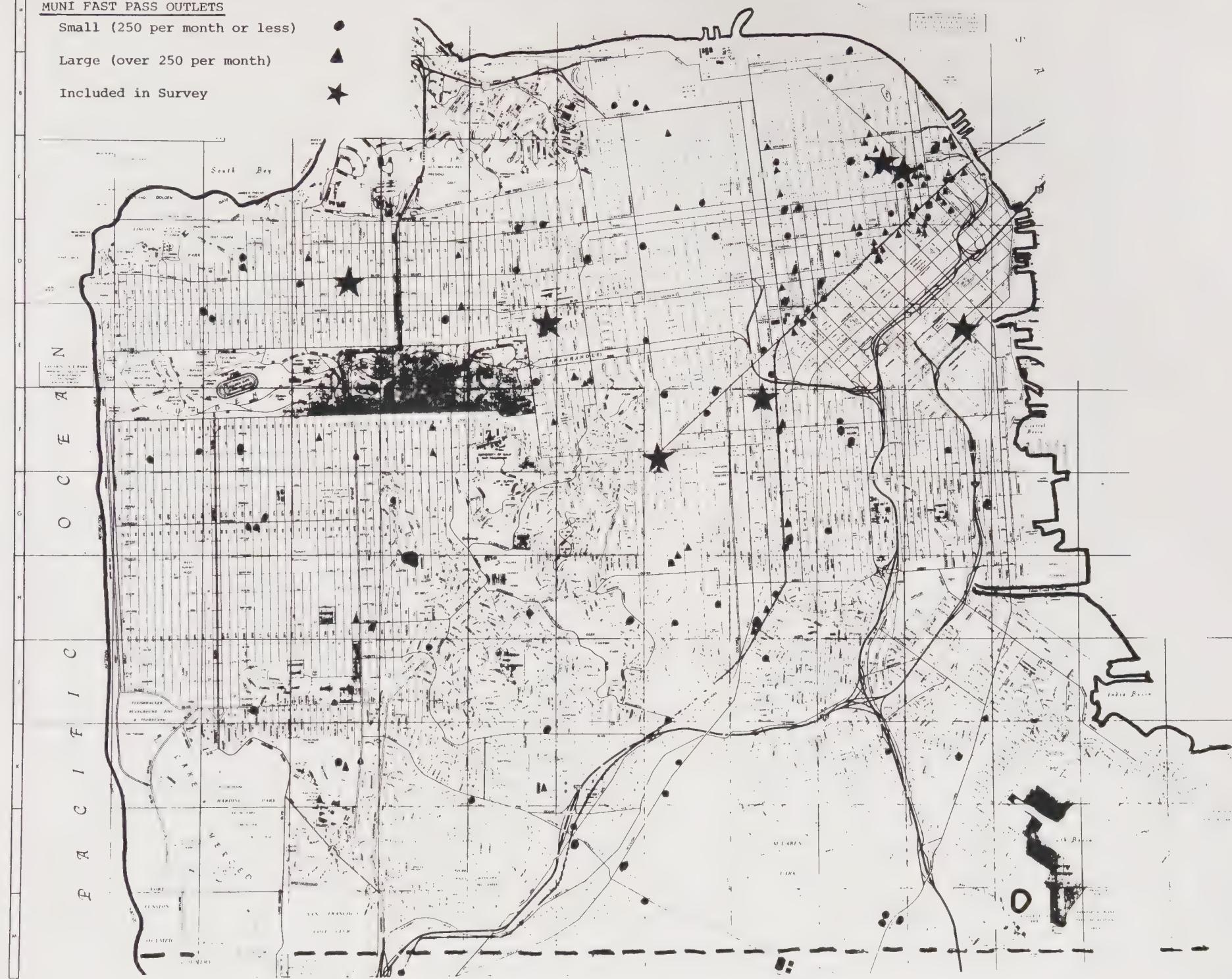
<u>OUTLET</u>	<u>LONG FORMS</u>	<u>SHORT FORMS</u>
AC Transit Office and Mail Order	571	702
Transbay Terminal in San Francisco	1,429	1998
TOTAL	2,000	2700

MUNI FAST PASS OUTLETS

Small (250 per month or less)

Large (over 250 per month)

Included in Survey



## Distribution of Surveys

The survey forms were distributed with the October 1980 passes to the outlets that had been selected. Each outlet was visited in person during the month of September to elicit cooperation in distributing the survey. Monthly passes were inserted into the survey form prior to distribution so that the purchaser would receive the survey and the monthly pass as one item. Sales outlets were contacted throughout the pass sales period to make sure that no problems had arisen in connection with distributing the survey forms. The surveys were printed with an address label and postage so that they could simply be mailed back to the Metropolitan Transportation Commission upon completion.

## SURVEY RESPONSE RATE/RESULT OF INCENTIVE

Sales of monthly passes began in both San Francisco and the East Bay during the last week of September 1980, and survey distribution proceeded concurrently. Completed surveys began to arrive at MTC around the first of October. The bulk of survey forms had arrived by the end of October 1980, although individual survey forms continued to arrive at MTC until as late as March 1981. Approximately 90% of the forms in the final sample were received within the first 21/2 weeks of the survey.

The coupon which provided a dollar discount for the next month's transit pass appeared to have its intended significant effect on increasing response. Responses to the long form (which contained the coupon) were significantly higher than responses to the shorter forms. Table A-2 illustrates these response rates.

Table A-2: Survey Response Rate

	<u>Long Form</u>	<u>Short Form</u>
1. AC Transit	1344/2000 (67%)	1405/3700 (37%)
2. S.F. MUNI	1615/3000 (59%)	1364/3700 (36%)

These response rates, particularly those for the long form, are significantly higher than the usual response rates for self-administered surveys, which vary from 10-30%.

A follow-up telephone survey was conducted of outlets which distributed the survey in order to ascertain that all survey forms were distributed. With one exception, all survey forms were distributed to pass purchasers. Both passes and surveys were picked up at the Southern Pacific Depot after only three days of pass sales. This resulted from a mistake on the part of the firm which distributed the Muni Fast Passes. This error did not affect the validity of the Muni portion of the survey as the Southern Pacific Depot was not included in the original sample.

#### SURVEY PROCESSING

##### Arrival and Sorting

Upon arrival at the offices of the Metropolitan Transportation Commission, surveys were opened and sorted into piles of short forms and long forms. Although the long forms included a strip of glue for sealing the survey form, some people chose to disregard this option and develop unique and creative methods in which to seal the survey forms.

Surveys were further sorted within the division of short and long by transit system. Categories for this purpose corresponded to type of pass purchased--Muni, AC Transbay, AC Local. Determination of system (AC or Muni)

was based upon the serial number located in the lower right hand corner of each form. AC surveys were further subdivided into Local and Transbay. This determination, in most cases, was a result of a checkmark which vendors placed in either a box marked "T/B" or "L." In those cases where this was not indicated, a judgment was made based upon responses or postmark. For example, a survey which indicated a preference for a combination AC/Muni pass by a rider who lived in Alameda County and mailed his survey in San Francisco was considered a Transbay survey form. For the cases where no clues were offered, a category of "AC Unspecified" was developed. Only 127 forms fell into this category. Most forms contained usable responses; approximately 6 forms were discarded as unintelligible.

#### The Coding Process

After forms were sorted, the coding process began. Two coders followed a uniform coding guide. Each coder marked half the forms. In an effort to eliminate errors, a double check was instituted whereby coders switched halves and reviewed one another's forms. This 100% verification process was intended to minimize coding errors and allow consultation on ambiguous responses.

#### Keypunch

These coded and checked surveys were passed on to a keypuncher who entered and verified them. The keypuncher worked in conjunction with the coders and survey designers and would question any coding response that she felt was inaccurate or illogical. The keypuncher verified 100% of the survey forms.

#### Coupons

Survey forms were then returned to the coders who detached the dollar-off coupon and prepared it for mailing. Coupons were validated and bundled by city to aid in mailing. In the weeks that followed, 20 coupons which the Post Office found undeliverable were returned to the Metropolitan Transportation

Commission. In addition, four telephone calls were received from survey participants indicating that they had not received the coupon despite the fact that they had filled out a long form and sent it back. In this instance, an offer was made to send them another coupon.

#### Comments

Coders then took the survey forms (short and long) and recorded any comments that were not pre-coded. The number and variety of volunteered comments provided some useful insights into pass use which could not easily be deduced from closed-end questions.

Comments and suggestions were transcribed and compiled into categories for easier reference and usage. Comments which were very verbose or were documentation of a typical response were photocopied. This information was sent to the appropriate transit system (AC or Muni) as part of the survey results.

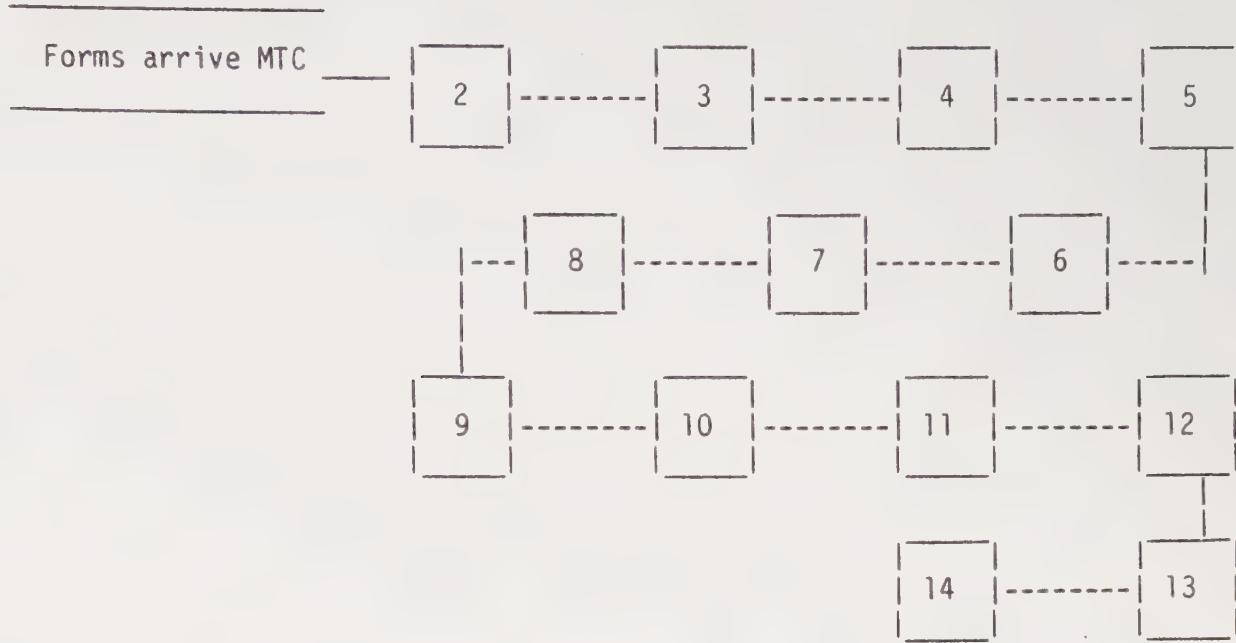
#### COMPUTER PROCEDURE/FILE STRUCTURE

All survey responses were placed on a computer tape in BCD card-image form. The responses were then built into a file for the Statistical Package for the Social Sciences (SPSS), Version 7. The SPSS file has 94 variables and is structured in such a way that ten separate subfiles were created. These subfiles are listed below.

<u>Subfiles</u>	<u>Long</u>	<u>Short</u>
AC Local Pass	1	1
AC Trans-Bay Pass	1	1
S.F. Muni	1	1
S.P. Depot Muni Passes	1	1
AC Unspecified Passes	1	1
	<u>5</u>	<u>5</u>

Total Subfiles: 10

Figure A-2: Coding and Keypunching Flow Chart



Coding and Keypunching Flow Chart Guide

1. Forms arrive at MTC.
2. Forms sorted into 2 piles (short and long).
3. Forms further sorted by system and pass type (Muni, AC Transbay, AC Local, and AC Unspecified).
4. Forms tallied as to number received in each category (Muni Short, Muni Long, ACTB Short, etc.).
5. Forms coded.
6. Double check by coders.
7. Resort of AC Unspecified. Send to keypunch and verifier.
8. Forms returned to coders.
9. Dollar off coupons detached from long forms.
10. Coupons stamped (validation).  
Two stamps for AC; one for Muni.
11. Coupons bundled according to city for faster mailing.
12. Comments recorded (2 coders).
13. Comments condensed (1 coder).
14. Comments categorized (1 coder).

The creation of ten subfiles allows the aggregation of any combination of subfiles for analysis of the responses. Appendix C lists the \_\_\_\_\_ variables and corresponding value labels in the file created under SPSS Version 7.

A variable was included for weighting the subfiles to the total pass sales in each group. A second variable then weighted the file to total pass sales. The weights were based on the ratio of responses by sales outlet to actual sales at each outlet, and the ratio of total sales volume at outlets to actual total pass sales.

APPENDIX B: COMMENTS ON MONTHLY PASSES



APPENDIX B:  
COMMENTS ON MONTHLY PASSES BY RESPONDENTS TO PASS USER SURVEY

I. Muni Fast Pass: Survey Comments

<u>Response</u>	<u>Number of Responses</u>
<u>Financial Comments (Re: Pass)</u>	
1. Easier to budget expenses for transit costs	17
2. Saves money. Fare is too high.	15
3. Reimbursement by employer	1
4. Discounts at zoo, sometimes stores.	1
5. Doesn't save me money because I don't use it on weekends.	1
6. Sixteen dollars per month is an incredible bargain	8
7. Monthly pass is only worthwhile because fifty cent fare is a rip off.	1
8. Only saves me money if I ride more than sixteen days.	1
9. Poor management is responsible for the increase in fares. The fares are unfair.	3
10. Muni makes money on me if I don't ride thirty-two times.	1
11. I'm already subsidizing BART through property taxes. I protest any further subsidy by extending Muni service at reduced cost to BART riders.	1
12. I love it - including the fact that fares went from 25¢ to 50¢ and fast passes only \$11.00 to \$16.00. Thanks.	1
13. If price goes higher, I'll buy a bicycle.	1
14. Beats paying a buck every time I decide to take an extra trip.	1
15. I save twenty-four dollars per month.	1

<u>Response</u>	<u>Number of Responses</u>
<u>Suggestions for Finance</u>	
1. Lower the price.	21
2. Please accept checks.	8
3. Don't raise the price!	29
4. Charge students full fare.	3
5. What happened to the S.P. discount?	1
6. Should give discounts for regular buyers.	1
7. Public transport should be free.	1
8. S.P. riders should have a Muni discount because are trapped into using Muni to get downtown from S.P. depot.	4
9. Impeach Dianne Feinstein. [Ed. - San Francisco's mayor]	2
10. Should have pro-rated passes during the month.	4
11. Most senior citizens I talked to felt it would be OK to double their fare. It's still very small.	1
12. Students with radios, backpacks, etc. should be charged full fare since they take up much room and create much trash. If not, then they should be the ones standing.	7
13. There should be a method to replace lost or stolen passes without having to buy a new one.	6
14. Keep cost under regular fare.	4
15. What happened? Passes were supposed to return to \$11.00 price according to the mayor.	11
16. There should be a discount plan for companies to purchase passes for their employees.	4
17. There should be a price break for San Francisco residents.	6
18. Passes should be tax deductible.	3
19. Non-city residents should not be able to buy passes at same rate as full time city residents. I'm tired of subsidizing their commute and being forced to stand while Daly City residents ride all the way sitting down.	1

<u>Response</u>	<u>Number of Responses</u>
20. Transit systems should get together and reduce overall costs. Since the cost went up, many are back in their cars.	1
21. As purchase of passes increases, the price should decrease.	1
22. I hope the price doesn't increase now that I've told you how important it is for me. Thanks for the bargain.	1
23. Prices should be raised gradually every year instead of large increases.	1
24. If schedules were increased in frequency and passes reduced in price, traffic could be excluded from downtown San Francisco and transport agencies would make more money. The Bay Area systems are caught in a higher fares-reduced schedules-few riders syndrome.	1
25. Raise price of pass to \$18.00 or \$20.00 and charge a flat 75¢ to all others using Express buses.	1
26. Should charge \$1.00 for cable cars except those with fast passes.	1
27. Raise the price and offer expanded service.	3
28. Need special student fares.	17

#### Conservation Comments

1. Saves energy - conserves fuel. 8
2. Conservation. 4
3. Use cars less. Helps eliminate street traffic. 15
4. Keeps the air cleaner. 1

#### Time Comments

1. It's fast. 4
2. Hastens boarding. 23
3. Allows time to read, knit, etc. 5
4. Faster travel time. 9

<u>Response</u>	<u>Number of Responses</u>
5. Saves time at toll gate.	1
6. Saves time.	4
7. Speeds thing up - easier for driver. Great in new Metro.	7

#### Convenience Comments

1. Don't need to carry cash/no exact change. 38
2. Can travel when I please/flexibility/I can cruise. 7
3. Easy to carry. 1
4. Don't need a transfer/saves arguments with drivers. 50
5. Convenience of many places to buy the pass. 1
6. One less problem in the morning. 1
7. No worries about parking. 5
8. Overall very convenient. 21
9. The is the best deal in San Francisco - the very last institution that accepts checks on my good name (without credit cards). 1

#### Comments on Use

1. No other transportation. Don't own car. 31
2. Security/Don't have to open purse or wallet 2
3. Can loan it to friends and family. 2
4. Encourages Muni use. 7
5. The pass encourages use of public transportation because it's already paid for. 6

#### Comments on the Pass (general)

1. It's cute. 1
2. It's a status symbol/Makes me feel like a member of the Muni in-group. 5

<u>Response</u>	<u>Number of Responses</u>
3. It will be a Collectors' Item.	3
4. It's available.	1
5. Very good/Excellent/Superb/I love it/It's a blessing	197
6. This is great. New York should try it.	1
7. I understand people are counterfeiting the Fast Pass (front side only).	1
8. The Fast Pass is a way of life.	1
9. Everyone should have one.	1
10. The person who thought of this idea was a smart person.	1

#### Pass Distribution Suggestions

1. Increase pass allotments so that merchants don't run out. 25
2. Passes should be sold at Metro Stations at all hours. 10
3. Monthly passes should be sold from central authority (MTC?) in an automatic mailing/billing system. 2
4. Make pass available from S.P. advance payment plan. 7
5. Increase number of outlets selling passes. 45
6. Please continue sales at the San Francisco Southern Pacific ticket windows. 1
7. Reduce overhead by eliminating ticket sellers at outlying stations. 1
8. Passes should be sold in bars and whorehouses. 1
9. Passes should be more accessible. They should be sold at banks, stores, etc. 23
10. How about a monthly pass vending machine (like the BART system)? 9
11. Passes should be sold all month long. 5
12. Should be able to buy passes through the mail. 13

<u>Response</u>	<u>Number of Responses</u>
13. More windows needed at SP for Fast Pass.	4
14. Souther Pacific should accept checks for Fast Pass purchase.	5
15. Fast passes should be sold sooner in the month.	3
16. Sell passes longer hours (after 6 p.m.)	5
17. There should be a grace period between the first of the month and the pass expiration. Buying time should be spread.	3
18. It would be great if the bank would send next month's pass in my statement and deduct \$16.00 plus service charge from my account. Another altermative: My insurance company can send a debit to my checking account for the monthly premium; perhaps you could do the same and send me the pass directly.	1
19. Sell them at Southern Pacific depots (San Francisco and outlying stations).	14
20. Sell at banks.	34
21. Sell at grocery stores/super markets.	11

#### Suggestions for Advertising

1. Clerks should be better informed about transit routes. Ticket office should have timetables so passengers can read their own routes because clerks are lazy. Route maps would be nice, too. 8
2. There should be a bulletin or mailer or posters on where to buy passes. 22
3. Muni information number should be able to tell people where they can buy a pass. 1
4. Availability of Muni Fast Pass at Transbay Terminal was not made clear. On several occasions I asked Muni information people on the phone where I could purchase pass and was never told about Transbay Terminal. 1

<u>Suggestions for Pass</u>	<u>Response</u>	<u>Number of Responses</u>
1. Pass should be usable the morning of the first day of the new month.		2
2. Multiple Systems passes should not eliminate Muni Fast Pass. Those who ride only Muni should not be forced to buy a pass they don't need.		3
3. Sell passes good for 3-6-12 months at a time.		24
4. Special code or some means should be developed to prevent theft, loss or damage. You should be able to get a replacement for a pass torn or bent beyond use.		5
5. Like the idea of combined system pass.		6
6. Passes should be on thicker paper or plastic card.		5
7. A S.P./Muni Pass would be great.		1
8. Should be a one-day or weekly pass for tourists. They could not be used during rush hours. Hotels could sell them.		14
9. I would buy AC/Muni/BART pass for 30-35 dollars.		1
10. I'd pay \$25-30 per month for a BART/Muni pass and still feel I was getting a great deal.		3
11. It would be nice to use it as a transfer to other transportation systems.		3
12. Pass should be applicable to taxi rides after 1:00 a.m.		1
13. Pass should entitle holder to a free drink.		1
14. Issue passes designed by local artists, school children or San Francisco scenes.		8
15. I would like to see short term passes (1 or 2 weeks) available.		2
16. Would like to see a monthly pass program for BART.		1
17. The pass program is very fair. Please keep it that way.		1
18. Need stronger holes for key chains.		3

- |  |   |
|--|---|
| 19. There should be a distinctly different color pass each month.  | 3 |
| 20. Need a design to prevent counterfeiting.   | 2 |
| 21. Provide or sell pass covers.   | 6 |
| 22. Keep discounts for seniors and students.   | 3 |
| 23. For combination systems several options should be offered - like unlimited Muni-limited AC, etc.               | 1 |
| 24. Passes should be color coordinated to the month like orange and black for October, red and green for December. | 1 |
| 25. Drivers should observe passes more carefully.  | 3 |

## II. AC Transbay Pass Survey Comments

<u>Response</u>	<u>Number of Responses</u>
<u>Financial Comments</u>	
1. Easier to budget expenses for transit costs/ Nice to know transportation is paid for the month.	15
2. Save a <u>little</u> money.	21
3. Since fares have increased, the savings is less.	4
4. I would prefer more of a discount than the one given. I buy the pass only when I know it will save me money.	3
5. The best thing that ever happened to me. I used to spend \$60/month on AC.	1
6. Less expensive than BART.	1
7. Cheaper than buying gas.	1
8. Best method to pay bus fare. I'm happy that it's been implemented and seems to be a success. It's a great program. Keep it up.	34
9. It does not save me money. I will not buy it again.	33
10. The monthly pass is the best bargain going in these inflated times.	1
<u>Suggestions for Finance</u>	
1. You should be aware that it is often not economically feasible to buy a pass (for a commuter) when there are only 20 or 21 weekdays in a month and/or one does not contemplate commuting one or two days out of the month. Your price to the commuter ought to reflect a better savings over the cost of tickets. At \$30.00 there was a healthy discount for those who ride regularly and fair, too. [Ed.: AC provides Transbay ticket books at a 5% discount.]	131
2. Public transport ought to be free.	2
3. It would be nice since we don't get a price break to get a rebate of some sort. For example, in Boston, a small auto insurance rebate is given for purchasing 11-12 passes per year.	2

<u>Response</u>	<u>Number of Responses</u>
4. Should be able to buy a pass prorated during the month.	7
5. Commuting costs should be tax deductible if you use mass transit.	1
6. Why not give all riders a break - not just young and old.	1
7. Any price increase and the reasons behind it should be announced a few weeks before taking effect.	2
8. Monthly pass to Hayward/Southland should be reduced to \$45.00 inasmuch as Southland is just a few blocks away from A Street.	1
9. We need to be able to transfer from AC to BART without paying the extra AC (50¢) to go to San Francisco.	2
10. There should be lower rates for standing room only.	2
11. Make unused passes refundable.	4
12. Don't raise the price.	2
13. Reduce price on Zones 3,2,1 or one price for all.	2

#### Conservation Comments

1. Saves gas - encourages less use of car. 14
2. Conserves energy. 7
3. Supports public transportation. 1

#### Time Comments

1. Saves time. 16
2. Faster than driving or BART. 3
3. Hastens boarding. 6

#### Convenience Comments

1. Overall convenience/don't need tickets. 60
2. Don't need transfers. 21

<u>Response</u>	<u>Number of responses</u>
3. Don't need cash/change. Quarters are heavy.	41
4. Can pay with check.	2
5. Can't write checks for single tickets.	1
6. Don't have to worry about parking.	4
7. Only have to purchase once a month.	2
8. Saves headaches.	1
9. Handy/Less cumbersome.	3
10. Can travel more/Flexibility/Can take advantage of things I normally wouldn't.	5
11. My transfer days are much better now that I use the pass.	1
12. Pass helps for "extra" trips, not just work.	2
13. It's good that Muni and AC passes are both available in one location.	1

#### Comments on Pass Use

1. Use AC more with pass. 2
2. I wish I could use it more. 1
3. Safety - don't have to open purse-wallet. 2
4. I can use it because AC is great. 3
5. Can use in the East Bay/Appreciate using Transbay Pass locally. 8
6. I can loan it to a family member. 1
7. Only means of transportation. 8
8. Encourages AC use. 8
9. I'm using public transportation for the first time on a regular basis. I will be curious to see if I end up using the pass for more than the work commute. 1
10. I haven't tried it yet. 1

<u>Response</u>	<u>Number of Responses</u>
<u>Comments on the Pass (general)</u>	
1. Pass program is great/excellent/superb/I love it.	108
2. Love those pass colors.	5
3. Should have done it (passes) year ago/Best thing that ever happened to AC.	11
4. The AC pass is attractive.	1
5. It makes me feel slick.	1
<u>Pass Distribution Suggestions</u>	
1. Purchase lines are too long (bus missed as a result).	19
2. Would like to purchase pass by mail.	7
3. Should be able to buy passes in more locations in both East Bay and San Francisco.	22
4. Passes should be sold at Universities (CAL, USF, UCSF, SF State)	2
5. More time prior to the first of the month should be allowed for pass purchase.	6
6. Need more windows which accept checks.	7
7. Sell at supermarkets.	5
8. Sell at banks.	32
9. Accept personal checks at the Terminal for passes.	4
<u>Suggestions for Advertising</u>	
1. Need more and better advertising on where to buy, how to buy, when to buy, and how the pass can be used.	19
2. Some buses still display signs with the old \$30.00 price.	3
<u>Suggestions for Pass (general)</u>	
1. Should have student discounts. Students love your passes.	9

<u>Response</u>	<u>Number of Responses</u>
2. A combination pass at a fair price is a great idea.	42
3. People will rush for passes if they have very attractive designs, photos, etc.	2
4. Should be able to buy a pass for 3/6/12 month period.	5
5. There should be pass protection for lost or stolen passes.	14
6. AC shold provide a folder (plastic) for pass either free or at a nominal charge.	5
7. Pass should be made out of stronger, more durable material.	4
8. There should be an intracity pass just for Oakland.	1
9. Would like weekly or biweekly pass.	1
10. Pass should be a requirement for everyone.	1
11. Need a pass for all Bay Area systems.	3
12. Need special pass for senior citizens.	1
13. Keep restrictions to a minimum.	1
14. Pass should be smaller to fit in wallet picture card holder.	1
15. Passes should be restyled with specific zone distinctions. For example, green for Zone 1, pink for Zone 2, etc.	5

### III. AC Local Pass Survey Comments

<u>Response</u>	<u>Number of Responses</u>
<u>Financial Comments</u>	
1. Saves money.	20
2. Aids in budgeting. I know it's paid for when I'm broke at the end of the month.	16
3. Too expensive.	15
<u>Financial Suggestions</u>	
1. Don't raise the price.	20
2. Companies should buy passes for employees at a discount.	1
3. I would like to use local pass + 75¢ for round trip to San Francisco.	1
<u>Conservation Comments</u>	
1. Buying a pass is a conservation effort.	3
2. Buying a pass supports public transportation.	2
<u>Time Comments</u>	
1. Saves time.	6
2. Hastens boarding.	11
<u>Convenience Comments</u>	
1. Safer than carrying cash.	13
2. Don't need a transfer.	38
3. Don't need change (cash).	24
4. I can ride the bus to lunch.	1
5. I can use it when I need it.	1
6. Very efficient and easy.	20
7. Allows travel flexibility.	5

<u>Response</u>	<u>Number of Responses</u>
8. Avoids driving/parking problems.	3
9. Helps bus drivers.	5
10. One less worry.	1

Pass Comments (general)

1. Allows me to sightsee.	1
2. Makes me feel like a true Bay Area native.	1
3. Only form of transportation.	4
4. The friendships made on the bus are very important.	2
5. I'm very happy with it.	16
6. I appreciate it.	11
7. Well planned.	2
8. Very good.	11
9. Nice colorful designs.	11
10. Excellent program - wish I had bought it sooner.	1
11. Why didn't you think of it sooner?	16
12. Please don't discontinue. I'm tired of buying shoes for extra walking.	1

Suggestions for Passes (general)

1. Need special pass for students.	9
2. Need senior citizens pass.	6
3. Passes should be sturdier - printed with bigger, bolder letters.	4
4. Would like a pass good on all systems.	3
5. Have a designated route pass (i.e. home to school)	1
6. Need loss/theft protection.	13

<u>Response</u>	<u>Number of Responses</u>
7. Would buy AC Local/Transbay Combo Pass.	4
8. Local pass should be honored in Lafayette	1
9. Wish every member of the family could use it at any given time.	1
10. Develop a 3-6-12 month pass.	5
11. Develop a zone fare attachment to avoid needing money for zone changes.	4

#### Pass Distribution Suggestions

- 1. Make available at more outlets. 10
- 2. Should be able to purchase on weekends. 3
- 3. Supply outlets with more passes. 9
- 4. Accept checks as payment. 1
- 5. Would like to purchase with credit card. 2

#### Suggestions for advertising

- 1. Advertise your passes. 10
- 2. Advertise that Transbay Pass can be used in the East Bay. 11
- 3. Advertise savings. 13
- 4. Make available a list of outlets which sell passes. 2

APPENDIC C:  
QUESTIONNAIRES



1 HOW LONG have you been buying the monthly pass?

- This is the first time.
- Less than six months (since Apr. '80)
- Six months to one year (since Oct. '79)
- More than one year (before Oct. '79)

2 Before you began using the monthly pass, did you use transit?

- Not at all
- I went by other means
- I did not live in the area
- Less often than now
- About the same as now
- More often than now

Will you be the only person using this pass?

- Yes
- No

If you are using transit more often since purchasing a monthly pass, at what times of the day or week do you take most of these additional trips?

- Rush Hour (Monday-Friday)  
6-9a.m. and 4-6p.m.)
- Midday (Monday-Friday; 9a.m.-4p.m.)
- Evening (Monday-Friday; after 6p.m.)
- Saturday and Sunday

3 How often do you use transit service?

Please fill out the chart below with the number of One-Way Trips that you took on transit LAST WEEK.

Remember, a one-way trip is like a trip from work to go shopping. A round trip, like a trip from home to work and then back home, is TWO ONE-WAY TRIPS (Don't count transfers from one bus to another.) Please try to record all kinds of trips.



Of the one way trips that you listed in the chart above, how many were for going to or from

- Work
- School or University
- Shopping
- Personal Business (medical, social, recreational, etc)
- Other \_\_\_\_\_

Is this a typical weekly pattern for you?

- Yes
- No

If not, why not? \_\_\_\_\_

4 How important to you are these reasons for buying a monthly pass?

Very Important	Not At All Important	(Circle One)
3	2	1
3	2	1
3	2	1
3	2	1

More convenient to use than cash  
I can ride transit as often as I like  
It saves me money  
Other \_\_\_\_\_

5. Which of the following would be the most convenient way for you to buy your monthly pass?

- A location near work or school
- A location near your home
- Through your employer
- By mail or telephone order
- Automatic deduction from your bank account
- At major transit stations and terminals
- Other \_\_\_\_\_

6. This month, are you purchasing a monthly pass from any other transit system(s)?

- Yes
- No

If so, which one(s) \_\_\_\_\_

7. Would you buy a monthly pass that you could use on more than one transit system?

- Yes
- No

If so, which combination of systems? \_\_\_\_\_

Would you be willing to buy the combined pass if its price were equal to the sum of the separate passes?  Y  N  
We would like the following information in order to check our results against the U.S. Census. This is confidential information which will be used for statistical purposes only.

8. Do you have a valid driver's license?  Yes  No

9. How many autos are owned by your household?

- None
- 1
- 2
- 3 or more

10. Sex:  Male  Female

Age:  Under 18  50-64  
 18-34  65 & over  
 35-49

12 Which category most closely describes you:

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Asian    | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Black    | <input type="checkbox"/> White           |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Other           |

13 What is the approximate range of your total annual household income (before taxes)?

- Under \$15,000
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000 & Over

14. In which county do you live at this time?

- Alameda
- Contra Costa
- Marin or Sonoma
- Napa or Solano
- San Francisco
- San Mateo
- Santa Clara

Your cooperation is greatly appreciated. Please fill out the attached coupon to ensure your discount towards next month's pass purchase. Simply drop this form in any mailbox. No postage is necessary.

No. 2016

When you have completed the questions, simply fill in your name and address below. Then fold the flap with your name and address on the INSIDE, fold the other flap on the outside and seal the form. Simply drop the survey in any mail box. Your name and address will be separated and mailed back to you before the survey is reviewed.

(DO NOT DETACH)

MTC  
Hotel Claremont  
Berkeley, Ca.

FIRST CLASS  
U.S. Postage  
PAID  
Berkeley, Ca.  
Permit No. 1098



No. 2016



**MTC**  
Metropolitan Transportation Commission



SAN FRANCISCO MUNICIPAL RAILWAY

THANK YOU for buying a monthly pass. Please help us improve monthly pass service by taking a few minutes to tell us about how you use the transit pass you just purchased.

As a token of our appreciation for your help, we will send you a coupon for a \$1.00 Discount on next month's pass if you complete and return this entire pre-stamped form.

VALIDATION  
OFFICE USE ONLY

**\$1.00 OFF**

This coupon good for \$1.00 towards the purchase of a November 1980 transit pass. Valid ONLY at the location of purchase of October 1980 Passes and only when validated above and returned to you.

COUPON  
DO NOT DETACH

T/B \_\_\_\_\_  
L \_\_\_\_\_

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

BERKELEY, CA.

FIRST CLASS PERMIT NO. 2611  
PORTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Transportation Commission

Attn: Hank Dittmar  
Hotel Claremont  
Berkeley, Ca. 94705



**MTC**

Metropolitan Transportation Commission



SAN FRANCISCO MUNICIPAL RAILWAY

THANK YOU for buying a monthly pass. We are undertaking a survey to help us to improve monthly pass service so that it will better meet your needs. Please take a few minutes to tell us about how you use the transit pass you just purchased by answering the questions on the inside of this card.

**BUSINESS REPLY MAIL**

FIRST CLASS

PERMIT NO. 2511

BERKELEY, CA

POSTAGE WILL BE PAID BY ADDRESSEE



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

T/B

Metropolitan Transportation Commission  
Attn: Hank Dittmar  
Hotel Claremont  
Berkeley, Ca. 94705

1. How long have you been buying the monthly pass?

- this is the first time
- less than six months (since April 1979)
- six months to one year (since October 1979)
- more than one year (before October 1979)

2. About how many one way trips did you take on transit last week?

- 0-5
- 5-10
- 10-15
- Over 15

How often did you use transit for trips to or from

	Frequently	Occasionally	Never
Work	_____	_____	_____
School	_____	_____	_____
Shopping	_____	_____	_____
Personal Business	_____	_____	_____

3. This month are you purchasing a monthly pass from any other system(s)?

- Yes
- No

If so, which system(s)? \_\_\_\_\_

4. Would you buy a monthly pass that could be used on more than one transit system?

If so, which combination of systems? \_\_\_\_\_

5. How important to you are these reasons for buying a monthly pass?

	Very Important	Not At All Important
More convenient to use than cash	3	2
I can ride transit as often as I like	3	2
It saves me money	3	2
Other _____	3	2

6. What is the approximate range of your total annual household income (before taxes)?

- Under \$15,000
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000 & Over

7. Additional comments about our monthly pass program.

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APPENDIX D:  
1981 COMMENTS ON JOINT AC-MUNI PASS



## SURVEY COMMENTS - VERBATIM

### INTRODUCTION

### VERBATIM COMMENTS

#### I. PRICING

- A. Pass Overpriced
- B. Pass Saves Money

#### II. SALES/DISTRIBUTION

- A. Pass Not Readily Available

#### III. PASS USE

- A. Pass Is Not Usable for Muni Metro
- B. Pass Is Not Recognized
- C. Pass Is Convenient

#### IV. PASS DESIGN

- A. Pass Is Too Flimsy
- B. Pass Should Be Insured or Replaceable
- C. Expand to Other Systems

#### V. GENERAL

- A. Pass Should Have Been Done Before
- B. Miscellaneous Specific Comments
- C. Approval

#### VI. GENERAL TRANSIT COMMENTS

- A. AC Transit
- B. Muni

## PRICING

### Pass Overpriced

1. Should be cheaper.
2. I was expecting a reduction of more than \$2/mo. because the 2 passes were \$61. The cost of the monthly pass is a large chunk out of my monthly budget for public transportation.
3. Please don't raise the price--if anything you could lower it!
4. (Great) but costly still.
5. Wish it was cheaper.
6. Too expensive. Should be a little cheaper.
7. The less expensive the pass the more attractive the program. I would hope increased acceptance would lead to lower prices.
8. Cheaper the better. Cheaper for SF & Transbay excluding Alameda county local service.
9. . . .perhaps introduce less expensive pass restricted to Monday--Friday use.
10. Could be cheaper.
11. A student discount would be nice--also a pass for 2 or 3 days a week. (I've never heard of the ticket books.)
12. A good discount (\$5.00 at least) will attract more users.
13. Would be nice if it were a better "deal". . .
14. There should be more of a discount. The joint pass should cost \$47.
15. Should be cheaper. How about reductions for families that buy more than one pass?
16. Lower the fares.
17. . . .but hope the two can be a little lower if possible (like \$45 or under).
18. I hope there will be more discounts because of the AC Muni connection & we purchase it at one time.
19. Hoping that future program will bring cost further down.

## PRICING

### Pass Overpriced, continued

20. Should cost less.
21. It's too expensive.
22. (I like it;) wish there was a greater discount for buying it.
23. Make it cheaper.
24. Discount should be more than \$2!
25. Wish there were more discount for buying this way.
26. Not much savings for people who only use transit for work.
27. Instead of being lessened by \$2.00, I think the price could have been dropped by \$5.00.
28. I think since you're combining both passes, it should be more of a discount. Before I was paying \$61 (Zone 2 & Muni). Now I'm paying \$59 which doesn't include Muni Metro.
29. (I like it) and I just wish it was cheaper (the AC/Muni pass)
30. The monthly passes for either side saves money. But the combined pass is only \$2 cheaper than when bought separately. A \$22 savings in 1 yr.
31. Make them cheaper.
32. Make them cheaper.
33. It could be a couple dollars cheaper, too.
34. Make it cheaper!
35. Would like to get greater discount (i.e., only save \$2.00).
36. . . .and in future, more discount given for regular public transit users.
37. It should be cheaper.
38. . . .should get more of a discount for paying in advance.
39. Make it cheaper & more people will use public transport.
40. You should have discounts for needy recipients & needy college students

## PRICING

### Pass Saves Money

1. The combined passes have been the best idea ever since raising the bus fare.
2. Saves money.
3. I like it, since I save time & money & wallet space!
4. The discount keeps me out of my car.
5. Saves me at least \$16 a month--just commuting. Thanks!
6. . . .and economical.
7. (. . .saves time) and money.
8. . . .saves money. . .
9. . . .and money saver!
10. . . .& it saves me money.
11. . . .& fairly reasonably priced pass.
12. I think it just great how AC/Muni have saved the people money on transportation. . .
13. Slight saving.
14. I think it is an excellent idea to have reduction price for the joint pass. AC Transit is thus more attractive than BART.
15. . . .saves money, time & fumbling for change.
16. The combination monthly makes commuting convenient. Like not having to carry cash & discount rate.
17. . . .a good buy.
18. . . .convenient & money-saving & encourages public transit riding.
19. Persuaded me to switch to AC from BART.
20. It has made the commute between Oakland & SF much smoother.
21. The convenience & money savings make it great!!!
22. It saves time & money too since the joint pass is in.
23. So far; I find that the pass is a very good innovation; it saves me time, money and anguish. . .
24. Convenient & save money.
25. (saves) money.
26. I'm glad that AC/Muni finally became joint, it really saves time, money & a great convenience. Congratulations!

## PRICING

### Pass Saves Money, continued

27. It is convenient to have both for less.
28. It saves me money. . .
29. Safer, more convenient, more economical--
30. Saves us money. . .
31. It saves time & money.
32. Thanks for the \$2 saving and also for the \$1 discount next month.
33. It saves quite a bit of money.

## SALES/DISTRIBUTION

### Pass Not Readily Available

1. My only hope is that I would be able to buy my pass at UCSF (Medical School) which now does sell Muni "Fast Pass."
2. I would like to have a C.I.D. (DMV I.D.) be valid & accepted for checks at terminal.
3. Angry that Muni won't accept checks at most outlets.
4. It would be nice if the ticket lines at the terminal wasn't so long.
5. It would be helpful to have more locations selling the pass, though.
6. Sell Muni/AC pass wherever you sell Muni or AC tickets/pass.
7. Need more convenient places to purchase (i.e., near office, civic center).
8. Love it but wish passes were more widely available.
9. There should be a system of check cashing for people who does not have major credit cards to purchase passes.
10. Purchase by mail would be convenient.
11. There should be more check lines at the Transbay Terminal for convenience. Maybe a special card for those who buy regularly so every month one doesn't have to go through the wait to show identification and get new card.
12. Should sell big firms on idea of buying fast pass for company perks.
13. Would like to see more sales outlets.
14. The East Bay supermarkets should carry them, Lucky's, Safeway, etc.
15. Combined pass should be available through usual Muni passoutlets.
16. Being able to purchase the pass in banks would be very helpful.
17. I would like to see it payroll deductible and to see jobs offer sales for it.
18. #8 questions asked to check for credit card. How come? Your teller said should be cash or check. Credit cards are only for additional identity added to D.L.
19. Where are auto-payroll deductions for pass available?
20. Excellent except no E. Bay distributor.
21. It's excellent though more locations to purchase passes would be nice.
22. However, more locations are needed to purchase the pass.
23. 10/3/81: I bought my pass today in SF Terminal. When I went to Latham Sq. clerk wouldn't take \$50 bill. Always has before. Had to wait to get change. The clerks should know how to spot counterfeit bills as I had to pay extra fares until I broke the bill.

## PASS USE

### Pass Is Not Usable for Muni Metro

1. But how do I use Muni Metro?
2. Joint AC & Muni pass should be programmed to slide at the Metro Muni counter so that one can enter even if there is no agent around.
3. Have to walk to another Metro gate because the AC-Muni do not work on entry & there is no attendant to let me through.
4. I haven't yet needed to, but how would you use this pass in the Muni Metro system?
5. Consider one entry & exit gate for Joint Pass holders only in underground Muni stations because sometimes an attendant is not too attentive in pushing buttons & time is wasted & a train is missed.
6. Perhaps you could encode them for use in the Muni-Metro turnstiles.
7. Include magnetic strip for underground Muni!
8. Pass should be able to go in automatic Muni machines, sometimes (6 in Sept.), there are no agents at Muni to let you in.
9. A joint pass that would go through the automatic entrance gates like the regular Muni fast pass would be even more convenient.
10. It's inconvenient with affix Muni sticker on Transbay pass if you need to use the Muni Metro & can't find a station agent if he's off somewhere's batting his gums about Aunt Mary or Uncle John's birthday get together or whatever. Question 10 also Muni should put the stripe & logo on the (their own) fast pass then send them to AC transit to put their logo on them. Note enclosed why.
11. It would be better still if it were a separate card altogether from AC/Muni regular cards & had the magnetic strip for Metro.
12. Muni sticker should be electronically coded so it can be put through the Muni Metro entrance gates.
13. Question: Will you eventually issue a Muni connection card that can be used in the turnstiles? That would be an efficient improvement.
14. Please make them so they will pass thru Muni turnstiles without manual intervention.
15. The Muni-AC pass is very inconvenient when taking the Metro underground; I have to either wait for a Muni agent to come let me in the gates or walk clear down to the opposite end of the station to get in--i.e., there isn't always an agent at the gate to let me in. Can't you make the Fast Pass with the magnetic tape?
16. If possible, have an AC pass affixed to Muni pass so they could be used on the Muni Metro's magnetic entrances.

PASS USE

Pass Is Not Usable for Muni Metro

17. Pass should have the same "special tape" as the muni pass for getting into the Muni Metro stations automatically.
18. Have Muni gates automatically ( ) to let people in through gates without being delayed.
19. Should. . .be usable on Muni underground.
20. There should be an agent in every station booth since the combined pass does not work in turnstile machines. I come from east end of Montgomery station 7:00 a.m., have to walk to west end, booth where agent is, get in, double back to east end for the "N" LRV. - 2 blocks of extra walking often makes me miss the LRV I want to catch, and waste of energy that's so valuable in the morning--half awake.
21. It would be nice if the card could be used in the Muni Metro turnstiles.
22. Also, there isn't always a station agent at Metro stations.
23. If there were an AC sticker on the Muni pass instead of vice versa--we might be able to use the Muni entrance machines & go faster.
24. The only disadvantage is that it can't be automatically fed into the Muni Metro gates.
25. The only disadvantage is that it can't be automatically fed into the Muni Metro gates.
26. The ticket should be designed to work in the Muni Metro automatic machines. Not all Muni personnel know about the ticket & I am often delayed by them.
27. It's a hassle in the Metro because you can't use machines & agents are not always available.
28. Is there a way to make the ticket acceptable to pass through the ticket gate for underground?
29. When using it as a Muni Pass it does not fit into the Muni slot. If no agent is in booth you must walk clear across to other side. It is not too convenient to do it. Wished Pass was designed like BART ticket. To bad.
30. I wish the joint pass would have a magnetic strip like Muni Pass has so that I will be able to get through the Metro-Muni gate without having to go to the agent's gate.
31. These passes are too inconvenient to use the Metro LRVs on Mkt. St. becuz the ticket agents there are busy bullshitting with someone standing in the agent gate.
32. Remove Muni sticker. Paint right onto pass. It would be most helpful if you computerized pass for machines in Muni stations.

PASS USE

Pass Is Not Usable for Muni Metro

33. No Muni Metro magnetized strip.
34. Only one drawback--I can't use Muni Metro as easily (no magnetic tape).
35. The Muni turnstalls should be designed to accept this pass.
36. Would like to be able to run through the "pass" slot on Muni LRV (faster).
37. Yes, it is a real problem getting through Muni. The ticket should be reversed--that is, the sticker on AC and the card for Muni to get through the machines. The present situation is intolerable. There are delays and sometimes you have to jump over the turnstyle if the attendant is gone! At 6:45 a.m. no one is at the Muni booth.
38. Put Muni Metro magnetic strip on Ac-Muni Pass.
39. No magnetic stripe makes use of the LRV more difficult.
40. The man in Muni booth should be attending there ALL THE TIME.
41. . . .but I miss the convenience of the (Muni?).
42. The sticker on the pass makes it very difficult to use the Muni Metro at times when no agent is around, or when agents are too busy helping other people to quickly let you thru the fare gates. For people who use the Metro, an option should be given to buy a seperate (sic) Muni pass to open Metro gates for the same \$50.00!!
43. Why not put an AC sticker on a Muni Fast Pass?
44. Can the new pass have a magnetic strip for use on Muni Metro gates?

## PASS USE

### Pass Is Not Recognized

1. Several Muni drivers did not know about the joint pass. Had trouble riding twice.
2. I had trouble using the Joint Pass in Sept. Many Muni drivers did not know about the pass thus causing some embarrassing episodes.
3. Constantly having to show the pass twice. Drivers don't seem to recognize it sometimes.
4. I find this program very useful & like not having to carry two passes around.
5. The first time I used the combined pass the Muni driver didn't know what it was!
6. Yes. San Francisco drivers should be familiar with the dual pass--they are dumb.
7. Drivers should be told that "unlimited" means what it says. I have been stranded at the end of the line by drivers who did not believe the pass entitled me to ride back on the same bus.
8. The first few days were comical and critical, because Muni drivers were not notified about these passes.
9. Some Muni drivers don't recognize it.
10. When I used the pass the 1st week in September, some of the Muni drivers did not know what it was & hassled me about it.
11. Some Muni drivers don't recognize the pass.
12. Some Muni drivers have apparently not been told about the pass and have questioned its validity.
13. Muni sticker should be in color easier for driver to see at a glance.
14. At least 4 Muni drivers stopped me & questioned the sticker. They said they hadn't seen them and didn't know what they were.
15. Muni drivers need to be informed of appearance & existence of joint pass. . .

## PASS USE

### Pass Is Convenient

1. Only one pass instead of two & one payment is easier.
2. . . .& like not having to carry two passes around.
3. Convenient. . .
4. I like it, since I save time & money & wallet space!
5. Do not like to carry all that cash & change.
6. I've thought before that such a pass would be convenient.
7. Just started working in SF again & it is most convenient.
8. A handy convenience!
9. I enjoy the convenience.
10. Very convenient.
11. No, but thanks for the convenient.
12. I find the pass very convenient, and saves time too.
13. Very convenient for commuters.
14. . . .more convenient to carry 1 pass.
15. Very convenient. . .
16. It has been a great convenience for me.
17. . . .such a convenience for me.
18. It's convenient and saves time. . .
19. Having one card for both AC Transit & Muni makes it a very efficient way to handle the transportation expense.
20. . . .provides speedier service getting on buses.
21. Very convenient--a real time & money-saver.
22. It great because it gives a lot mobility on what I consider convenient & efficient public transportation.
23. It is very convenient.
24. I don't have to carry cash all the time. . .
25. . . .very convenient to use.
26. It makes things more convenient, less worrying about change or purchasing tickets. It gives greater incentive to use the bus since the fare is already paid.
27. It is really convenient to use it.
28. Very convenient.
29. It's really convenient for me--don't have to worry about carrying extra change.

PASS USE

Pass Is Convenient, continued

30. Convenient. . .
31. I think it is a very convenient & fairly reasonably priced pass.
32. Convenient & helpful.
33. The joint pass system is very convenient.
34. Very convenient.
35. Very convenient.
36. It is more convenient.
37. Since I was already an AC & Muni pass user before the joint pass, the main benefits to me have been (1) I only have to buy & carry one pass. . .
38. This is a very nice & convenient way of travel.
39. Very convenient.
40. Thanks for the convenience.
41. I found it extremely convenient.
42. Very convenient.
43. It is much more convenient to use than cash, saves money, time & fumbling for change.
44. Very convenient.
45. It's a great convenience.
46. The combination monthly makes commuting convenient. Like not having to carry cash & discount rate.
47. It's very convenient to use fast pass than pay up each time I go to school.
48. It's also a great convenience. . .
49. Mainly, it's more convenient than cash on 2 separate passes.
50. Since then, it has been very convenient.
51. Don't have to worry about having money when I take a trip.
52. It's really a nice convenience for me.
53. It is very convenient.
54. The joint pass is an excellent idea--convenient & money-saving & encourages public transit riding.
55. Very convenient. . .
56. It has been very convenient.
57. I appreciate the convenience of the joint pass.
58. Very convenient.

## PASS USE

### Pass Is Convenient, continued

59. The convenience & money savings make it great!!!
60. One pass & one monthly payment is a great boon to anyone traveling across the Bay to work.
61. Very convenient.
62. It saves time & money too since the joint pass is in. More people should use the pass & save time.
63. . . .it saves me time, money and anguish (getting to work on time).
64. . . .much more convenient.
65. Don't have to worry about money.
66. Used to hate buses, when I always needed exact change.
67. I think the AC passes are a wonderful and convenient option. The combination AC/Muni should be even more so.
68. Very convenient to have a joint pass. Nice to show same pass on all buses taken.
69. Convenient. . .
70. Very convenient for a non driver who depends on the transit system.
71. Convenient.
72. I find it very convenient, also saves time. . .
73. Very convenient.
74. Much more convenient.
75. The pass has saved me when I've had no cash. I could still get to school or home.
76. Very convenient.
77. It is very convenient for me--unless I am on leave I can pick it up coming from work. If on leave I buy it at 16th St. AC.
78. I like the convenience of using one pass.
79. I really appreciate only one pass instead of two to ride A/C & Muni.
80. I don't have to worry about tickets or cash.
81. It is very good & convenient.
82. It's a great idea--a lot more convenient & practical.
83. Very good, convenient.
84. I am very satisfied with the convenience of the pass & not having to deal with any cash.

PASS USE

Pass Is Convenient, continued

85. I'm glad that AC/Muni finally became joint, it really saves time, money & a great convenience. Congratulations!
86. It is convenient to have both for less.
87. It saves me money & is very convenient.
88. Buying 1 ticket saves me a great deal of time & energy.
89. It is very convenient.
90. Safer, more convenient, more economical. . .
91. Saves us money & is convenient.
92. I think its (sic) very convenient & a good idea. Saves the trouble of keeping up with two passes.
93. It became a hassle trying to put a dollar in the new bus fare machines, so I thought the bus pass would be more convenient & saves time.
94. Like the convenience.
95. It saves time & money.
96. It is convenient for me to get to work & take my child cite (sic) seeing for learning purposes.
97. Very convenient.
98. Very convient (sic) save parking, gas and nerves.
99. You are not really saving that much money, but the merging into one pass helps.
100. It's very convenient.
101. I think its (sic) great for the convenience some months. I won't save money but I'll break even but its worth not having to carry cash.
102. Very convenient!

## PASS DESIGN

### Pass Is Too Flimsy

1. Would be nice to have a cover for the monthly pass to help prevent losing it.
2. I hope that the card will hold up in the rain.
3. Please provide protective covers for passes when they are purchased to help keep them from becoming destroyed.
4. (Great) but should sell or give out cases. . .
5. Wallet-size pass protector would be nice to have so the pass can stay in good condition to last the whole month.
6. Free plastic cover
7. Provide protective cover.
8. I would like though some type of container to place card in that the AC/Muni would provide.
9. Should Ac/Muni joint pass also issue a plastic envelope to hold the fast pass?
10. Have hard cover for the pass so that the pass will stay new after using for 2-3 weeks.

## PASS DESIGN

### Pass Should Be Insured or Replaceable

1. I just wish they were insured against loss.
2. . . it's just too bad there's no way to protect our investment against loss so it wouldn't be necessary to pay for a replacement--e.g. at purchase have us sign for a numbered card.
3. I don't like being harassed by drivers who want to see "the whole thing." Mine is fastened to avoid loss.
4. Only one negative aspect of Muni-AC Pass: More costly if you lose it!!
5. It would be nice if there was a way to replace it if lost.
6. If you lose it you're out \$50 or it loses all value--there should be a way to reissue a costly ticket!!
7. There needs to be some security to the pass--a place for signature & a way to get it back if lost or stolen.
8. (It's terrific--) that is if nobody steals it.
9. Can you figure out some sort of receipt separate from the pass in case my pass is lost during the month, so another card could be issued
10. If your purse is stolen with your Ac/Muni pass in it--there is no recourse?
11. It would be great if there were a registration system so that if you lose your pass, you can have it replaced.
12. How about a pass registration system so if you lose your pass you can have it replaced free.

## PASS DESIGN

### Expand to Other Systems

1. It would be great if all forms of mass transit could be accessed by one pass--your AC-Muni pass is a good step in that direction.
2. Can this be made available for BART?
3. Include BART next time.
4. Needs to be expanded to include BART as an option. BART's Muni deal is better than AC's.
5. Any chance of hooking up w/ BART?
6. There should be something like this for Bay Bridge to ease traffic.
7. In your previous surveys I did suggest this joint AC/Muni Pass. How about joint AC-Muni-BART pass?
8. I wish BART + AC + Muni joint pass.
9. I would like to see it taken 1 step further & have a pass that was good on BART also or even better on all Bay-Area public transit. I think this would greatly increase ridership on public transit.
10. How about in combination with BART?
11. Should be created--a joint BART/Muni pass to aid others.
12. Good if it could be used in BART as well as AC & Muni.
13. Now when do they offer Connection Passes to the transit systems such as Golden Gate Transit or Santa Clara County or BART/AC Transit combination passes?
14. I would like to see the program extended to include BART, Golden Gate Transit & SamTrans; perhaps Southern Pacific could also be added.
15. I would like to see the Monthly Pass Program use on the Bart Express Buses.
16. It would be even more helpful if the pass included BART.
17. When will you include BART?
18. Would like to see extended to BARTD.
19. Hurry & develop a transbay-Muni-BART Pass.
20. The possibility of joint passes with other systems should be explored.
21. Now if you could only hook up with the BART.
22. I would like it extended to include BART.
23. Now, if you could only get BART in on this.
24. It should include BART (at same price).
25. BART and other transit systems should be included.

## GENERAL

### Pass Should Have Been Done Before

1. Should have been installed much sooner!
2. Why wasn't it made available sooner?
3. Why didn't someone think of it sooner?
4. It's about time.
5. Long overdue.
6. It is about time!
7. It's long in coming.
8. Long overdue.
9. I am very thankful that someone finally thought of the idea, I was wondering why there wasn't a more convenient way to go back & forth.
10. It's about time.
11. I'm happy you finally did this.
12. You should have done it much sooner!
13. I have been working for past ten years to get you people to have this system.
14. I just wish it hadn't taken so long to evolve.
15. It's about time!!
16. It's about time.
17. . . .it's about time!
18. I wondered when they'd get around to providing these.
19. . . .I regret that I have not heard Joint Pass before.
20. Long overdue. . .
21. Why we didn't have it sooner is a mystery.
22. Why didn't it start sooner?!
23. It's about time.
24. Why did it take so long?

## GENERAL

### Miscellaneous Specific Comments

1. Think design could be more interesting.
2. I'd like to have Muni schedules available at the transbay terminal.
3. If Muni did cooperate with AC Transit, can Oakland cooperate with San Francisco?
4. I may not have need for joint pass after next few months, but will continue to use AC Transbay passes or Transbay ticket books.
5. I would much rather see the Bay each day than darkness in the tube.
6. I think the people who sale the passes should be more plesant.
7. Have a different design every month.
8. When you have a good thing don't mess around with it
9. Slowly shows improvement. . .
10. Please enforce the no smoking, no eating, no drinking & no radio playing rules.
11. I don't need your dollar. #9 is invasion of privacy act.
12. I don't like being harassed by drivers who want to see "the whole thing." Mine is fastened to avoid loss.
13. Please have a hole (small) punched on AC card as Muni card previously.
14. I sincerely hope that this program will continue & that there should be no price increase in the near future.
15. I will not be buying it, however, for months when it would be cheaper to pay cash as a result of vacations or other non-use days.
16. Terminal only convenient place for me. Cash most convenient for me since I have none of others.(28).
17. BART is cheaper if I have fewer than 21 workdays, but I still prefer to use AC Muni as long as I have at least 17 workdays.
18. Two months this year I did not buy AC Pass because I could not ride bus for 21 days. AC Pass should be equivalent to 16 days round trip, not 18, likewise joint pass should be 16 days, not 17.
19. You should have a 3 month ticket w/ Discount.
20. I would like a \$1.00 off next month. Thank you.
21. I hope that the pass purchased during a month can be sold at a very discounted amount.

## GENERAL

### Miscellaneous Specific Comments, continued

22. I am buying the combo pass on a trial basis--dependent on usage on my part.
23. Yes I feel that the pass should be good on the 1st of each month and not the 2nd day.
24. I have sometimes bought ticket books because I was late (in month) to buy pass, but feel motivated now to buy pass early.
25. (Great idea.) However I feel most zones should pay the same fee for the monthly pass.
26. Hope it doesn't increase in cost.
27. I don't use the Muni to full value--it's just more convenient. Some type of partial use pass would be helpful.
28. I prefer purchasing the pass even with vacation.
29. Would like to be able to buy during longer time period (i.e., 2 weeks before end of month).
30. Yes. Some times I have to buy my monthly pass and pay my rent(\_\_\_\_\_) and I am left with nothing and I cannot buy food for my children.
31. The one time I can't use it is when the Muni Line #41 isn't running because of poor service, & I have to walk on those days. Then I consider that portion of the pass a waste.
32. I don't drive--so I call it the people's taxi system.
33. I didn't know it was available until informed this month when I purchased pass.
34. . . .and in future, more discount given for regular public transit users.
35. I cannot think of anything, let alone something as important as basic transportation, whose cost in the last year has actually DECLINED. Muni (16.-- plus U.C. (36.-- used to be \$52.--/month. The cost has decreased nearly 4%.
36. Have never had a problem using it.
37. Note to Q 3--Before I got my new job, never used Muni.
38. (Note to Q3--did not need Muni service)

## GENERAL

### APPROVAL

1. Marvelous, without a doubt.
2. I like it very much.
3. Thank you!
4. Good idea!
5. This is very good for the people who don't like BART.
6. I like it. Thanks!
7. I think it is good plan.
8. Great.
9. This is progress towards increasing efficient use of public transit.
10. I think it's great!!!
11. Like it.
12. It's great!!!
13. Keep it up.
14. I am happy with this idea.
15. I think it is wonderful!
16. I find this program very useful.
17. It's great.
18. It's great! Thank you.
19. Great idea.
20. Think it is wonderful.
21. Congratulations!
22. I think it's great!!
23. Super!
24. Excellent.
25. It's super.
26. It's great otherwise. (Ed. note: Comment follows specific complaint.)
27. Excellent!
28. It's wonderful.
29. I like it.
30. I like it.

GENERAL

Approval, continued

31. I think it's very good.
32. Terrific idea.
33. Very good deal!
34. Good idea.
35. Great idea.
36. It is great.
37. I think that the pass is great. . .
38. I think it is excellent.
39. I like the idea of having a joint pass.
40. Great!
41. I'm very pleased with the program.
42. It's great!
43. The person who thought of it should get a medall!!
44. Good idea.
45. Great idea. . .
46. Really good. . .
47. I like it very much.
48. Very nice.
49. I like it very much.
50. I like it.
51. Yes, I like it.
52. It's great!
53. Excellent.
54. Great.
55. It is very convenient.
56. It's a very good program, especially for commuters like me.
57. Very convenient for commuters.
58. I think its great. . .
59. Excellent idea, keep it working!
60. Great. . .
61. I think the idea for the combined passes is one of the best yet.
62. The best service. . .

GENERAL

Approval, continued

63. I really think it's a nice system. Keep it up!
64. Very good so far.
65. I love the 2 in 1 pass. Thank you.
66. Very good.
67. I like the program very much.
68. I think it's very good.
69. Good idea!
70. I think it's great.
71. Very good idea & excellent service--BRAVO!
72. I like it.
73. I like it.
74. I think its a great idea!
75. It's a very good program.
76. Seems like a good idea. Hope it works.
77. I like it.
78. Excellent! Bus service great.
79. Love it. . .
80. Hope it continues.
81. I think it's an excellent idea and should be continued.
82. Thanks.
83. I like it.
84. Keep up the good work.
85. It seems to work well.
86. Very exciting.
87. I like it.
88. This is very nice & convenient way of travel.
89. It's a great idea.
90. Great idea.
91. Great.
92. It is terrific as public transportation is my only way of transportation due to the fact I have impaired vision.
93. I think it is neat!

GENERAL

Approval, continued

94. Great idea.
95. I like it!
96. Please keep it around.
97. Nice!!
98. I think one pass for the two system is a very good plan.
99. Thank you!
100. It would take pages for me to list all the things I LOVE about AC Transit. Thank you for being tops in everything you do!!
101. I think its a great idea.
102. Thanks.
103. Great.
104. I like it.
105. It's an excellent idea. The increased ridership it will encourage will make public transit safer.
106. I like it. . .
107. I like it. . .
108. Good idea.
109. Thanks. . .
110. I think it's wonderful!
111. YEAH! (Good)
112. It's GREAT!!!
113. I think it's great. I hope you plan to continue it.
114. Fine idea!
115. I like it. It the best yet.
116. I like it. . .
117. I love every moments so far no complaints.
118. The joint pass is an excellent idea. . .
119. I am thankful for the change.
120. It is a good innovation.
121. Excellent.
122. Good idea.
123. I like it.
124. You couldn't have come up with anything better than combining the two together.

## GENERAL

### Approval, continued

125. (Other than that) it's great.
126. Please don't ever stop.
127. It's good.
128. Good idea.
129. I am very pleased with the monthly pass program.
130. Great!
131. It is good for me. . .
132. Excellent idea to start the Muni connection.
133. An excellent idea. . .
134. Very good.
135. I like it & hope it continues.
136. Glad to have it.
137. It is superb!
138. It's great.
139. I love it!
140. Thanks--
141. Love it.
142. Great.
143. Like the system very much; glad Muni & AC could get together to provide this convenience.
144. A good inducement to attract people to public transportation. Let's hope it works that way. Thanks for the program.
145. Love it!
146. Glad to see the Muni & AC combine the pass program.
147. I just think it a good idea.
148. It is a life saver.
149. Good program and service.
150. It's terrific. . .
151. Keep it up!
152. Great.
153. Three cheers to the person or persons responsible for the idea of a jointpass.
154. I am very happy the joint Muni/AC pass was conceived. It makes it a pleasure to travel.

GENERAL

Approval

155. An excellent idea.
156. I haven't got a car so this service makes it much easier to get around and do the things I have to do, plus I can visit my family in S.F. on the weekends.
157. The monthly pass is the best thing AC has done in many years & Muni has done also.
158. Love it.
159. I think the AC passes are a wonderful and convenient option. The combination on AC/Muni should be even more so.
160. Think it's a good idea.
161. Good.
162. . . .and very very good thing I like it very much
163. Thee (sic) best thing that ever happen for working people.
164. Great!
165. I think it is an excellent idea.
166. A good thing, let's keep it going.
167. I like it. . .
168. I really like it--it's easy!
169. So far--so good.
170. I like it!
171. It is very well planned.
172. Please continue it.
173. Keep up the good work!
174. It certainly makes sense to combine the Muni & AC Transbay Pass into one card.
175. I think its a great program.
176. Great idea.
177. Your service is good. Buses are always on time. Wonderful!
178. I love it!
179. Don't discontinue it!
180. Excellent idea.
181. Thanks again.
182. Great idea. I like it.
183. It is very good & convenient.

## GENERAL

### Approval

184. It's a great idea--a lot more convenient & practical.
185. Very good, convenient.
186. It's OK.
187. It's an excellent program. I am glad someone has thought it.
188. Excellent. . .
189. I really think its a great idea--please continue it.
190. I'm glad that AC/Muni finally become joint, it really saves time, money & a great convenience. Congratulations!
191. An excellent idea. I wish I had thought of it first.
192. I think its terrific. Hope it will continue on & on. Overall, it's the best thing Muni & AC have done.
193. GREAT!
194. I'm very glad it's available.
195. Excellent idea.
196. I love it. Don't ever discontinue it.
197. It's GREAT!
198. It's excellent. . .
199. It's great--wonderful--fantastic--keep it!
200. It's terrific!!
201. Good idea!!!
202. Satisfied.
203. It's great.
204. . .FANTASTIC.
205. Great.
206. Great for the transbay commuter.
207. I think AC-joint passes were very good ideas and I hope they will continue.
208. I like it.
209. Thanks.
210. It was a very good idea.
211. I am delighted with it.
212. I like it very much.
213. I think its a good idea. . .
214. Very satisfactory-

GENERAL

Approval

- 215. Terrific.
- 216. Bravo!
- 217. It is good for me.
- 218. I think it's a great idea!
- 219. It's very convenient.
- 220. It's great.
- 221. It works.
- 222. Good idea.
- 223. The best that could happen to one who has no car. Please continue this program.
- 224. The service is just marvelous.
- 225. I hope it continues.
- 226. I like the idea of having a "joint pass."
- 227. An excellent way to improve regional transit.

## GENERAL TRANSIT COMMENTS

### AC Transit

1. Now, if you could only increase service on the W-1 line. It's too crowded!
2. AC--Any chance of getting more "0" Alameda buses late at night--at least 2 an hour instead of just one?
3. Earlier & more frequent service from Alameda to SF in the A.M.
4. . . .please have more frequent buses between 6-7 AM & on Sunday too.
5. No comments about the pass program but; I wish the San Francisco (N) bus would run more frequently at 6:00-6:30 pm. Also I wish it would run all night. I enjoy going out at night & the last bus home is too early.
6. Ride on schedule.
7. AC Bus has been too crowded to pick up passengers 3 times during September--had to take BART to avoid being late. Several days we had 70 passengers--which is too dangerous in heavy traffic--0 Local line.
8. We really need an L-1A bus for work to SF a 1/2 hour earlier @ Hilltop/ Shane Dr. area.

## GENERAL TRANSIT COMMENTS

### Muni

1. AM Muni connection 42 at Fremont & Mission is rotten--bus is full when it arrives, only can board as many as get off--usually leaves about 10 people who can't get on. 7:55-8:15.
2. Muni service is deteriorating.
3. Muni--after 9:00 pm the "M" bus schedule is very poorly run--from a San Francisco State student's point of view. I've waited up to 35 minutes to catch an "M" which usually means I'll have trouble in making AC connections (which do run on time). Any chance of getting a better night schedule for the "M"?
4. Bus service great. Muni service not so good. Wait a long time for N-Judah!!
5. Muni is terrible--overcrowded/late.
6. During commute hours Muni is almost not worth it. I will never pay full fare for Muni.
7. Ride on schedule.
8. Connections are not easy in S.F.
9. Muni should add many more buses that are larger & in good working condition.
10. I like the pass. The one time I can't use it is when the Muni Line #41 isn't running because of poor service, & I have to walk on those days. Then I consider that portion of the pass a waste.

APPENDIX E:

1981 QUESTIONNAIRE



MOISTEN HERE

## AC/MUNI JOINT PASS SURVEY

1. Is this the first time you have purchased the AC-Muni Joint Pass?  Yes  No

2. Before you began buying this joint pass, did you: (Check only one)

- a. Usually buy the regular AC Transbay Pass?
- b. Usually buy AC Transbay ticket books?
- c. Usually pay regular AC Transbay cash fares?
- d. Never use AC Transbay?

3. In addition did you also: (Check only one)

- a. Usually buy the MUNI Fast Pass?
- b. Usually pay regular MUNI cash fares?
- c. Never use MUNI?

4. About how many **one-way** transit trips did you take **last week** on AC Transit or MUNI? For instance, going from home to work and then back home again counts as **two** one-way trips. (Don't include transfers from one AC bus to another or one MUNI vehicle to another.)

Fill in boxes with the **number** of trips you took:

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.

AC Local  
or Transbay

MUNI

5. The AC-MUNI Joint Pass will let you take unlimited trips during the month on the two systems. Do you expect that you will use each service more, less or about the same as before you bought the joint pass?

Check one in each row:      Less      Same      More

- a. Local AC trips
- b. Transbay AC trips
- c. MUNI trips

d. If you answer "More" to a, b or c, what kinds of trips will these new trips be? (Check all that apply)

- work       shopping
- school       other? \_\_\_\_\_

6. How important to you were these reasons for buying the joint AC-MUNI Pass?

Very Important	Somewhat Important	Not At All Important
----------------	--------------------	----------------------

Check one in each row:

- a. It's more convenient than cash
- b. I can ride as often as I like
- c. It saves me money
- d. It's more convenient than paying twice
- e. Other? \_\_\_\_\_

7. Where would be the most convenient places for you to buy your AC-MUNI Pass? Please **number** your choices, with 1 for first choice, 2 for second choice and so on.

- \_\_\_\_ Transbay Terminal
- \_\_\_\_ Other location near work
- \_\_\_\_ Location near home
- \_\_\_\_ Through your employer
- \_\_\_\_ Mail or telephone order
- \_\_\_\_ Special vending machines in BART stations
- \_\_\_\_ Ticketing agency (like BASS or Ticketon)
- \_\_\_\_ Other? \_\_\_\_\_

8. What payment methods do you like best? Please **number** your choices as above.

- \_\_\_\_ Cash
- \_\_\_\_ Check
- \_\_\_\_ Credit Card
- \_\_\_\_ Automatic bank deduction
- \_\_\_\_ Automatic payroll deduction
- \_\_\_\_ Other? \_\_\_\_\_

9. We need the following information to check for accuracy with the 1980 U.S. Census. This is confidential information for statistical purposes only.

a. Age?  Under 18  35-49  65 & Over  
 18-34  50-64

b. Sex?  Female  Male

c. Which category most closely describes you?

- Asian
- Black
- Hispanic
- Native American
- White
- Other? \_\_\_\_\_

d. What is the approximate range of your total annual household income (before taxes)?

- Under \$10,000
- \$10,000-\$14,999
- \$15,000-\$19,999
- \$20,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- Over \$50,000

e. How many persons are in your household, including yourself? \_\_\_\_\_

f. In which county do you live?

- Alameda
- Contra Costa
- San Francisco
- Other? \_\_\_\_\_

10. Do you have any comments about the monthly pass program? \_\_\_\_\_

When you have completed the questions, simply fill in your name and address below. Then fold the flap with your name and address on the INSIDE; fold the other flap on the outside and seal the form. Simply drop the survey in any mail box. Your coupon will be separated and mailed back to you before the survey is reviewed.

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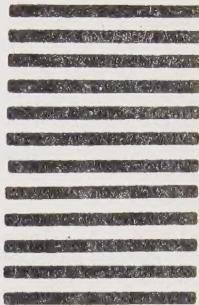
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